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asthma



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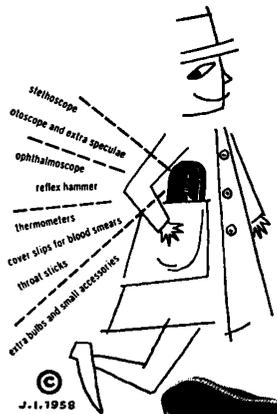
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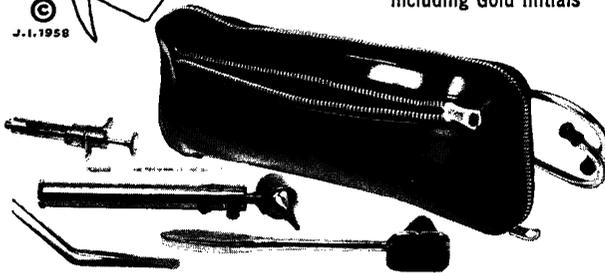
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REFERENCES: 1. Seidner, H. M.: *Illinois M. J.* 109:20, 1956. 2. Weil, L. L.: *J. Florida Acad. Gen. Practice* 4:9, No. 3, 1954. 3. Moyer, J. H.: *M. Clin. North America*, March, 1957, p. 405. 4. Kinney, J. J.: *J.M. Soc. New Jersey* 53:128, 1956. 5. McClure, C. C.: Personal communication. 6. Charles, C. M.: *Geriatrics* 11:110, 1956.

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In a number of instances the lay press has prematurely reported the findings of one research group or another, *without the benefit of unbiased competent evaluation*. Some scientific as well as lay articles have attempted to correlate inconclusive, fragmentary, and conflicting results, frequently leading to undesirable confusion.

The problem, however, is far from settled. If final results of this world-wide research establish beyond reasonable scientific doubt that fat intake is directly related to degenerative disease, accurate information should be provided for the profession so that in turn the public may be properly enlightened.

On the other hand, if conclusive evidence points to little or no etiologic relationship between fat ingestion and degenerative disease, it will become difficult for the scientific world to counteract the cumulative effects of misinformation on the public mind.

Furthermore, evidence is accumulating to indicate that lowering of the plasma cholesterol by limitation of dietary fat and by administration of unsaturated fatty acids may actually increase the deposition of cholesterol in the tissues.¹

The obvious need at present is for basic research and proper evaluation as well as unprejudiced correlation of findings from all quarters, so that the medical profession as well as the public may be protected from the publicizing of premature and unwarranted conclusions.

1. Kuhl, W. J., Jr., and Cooper, J.: Exchangeable C¹⁴-Cholesterol Pool Size as an Index of Cholesterol Metabolism: Effect of Low Fat and Highly Unsaturated Fat Diets, Proc. Gen. Soc. Clin. Res., J. Lab. & Clin. Med. 52:919 (Dec.) 1958.

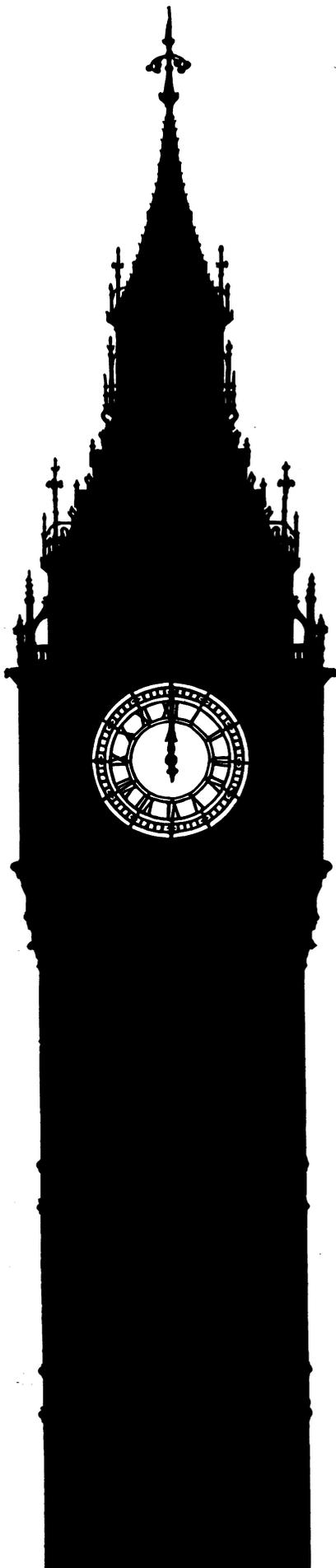
STATEMENT BY NATIONAL RESEARCH COUNCIL

"A large amount of information has been made available in recent years relating fats to the causation of atherosclerosis, coronary artery disease, and other similar diseases. However, the data are so incomplete and conflicting that it is impossible to draw conclusions which are universally acceptable to nutritionists and medical authorities."

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The Role of Dietary Fat in Human Health: National Academy of Sciences—National Research Council, Washington, D. C., Publication 575, 1958.

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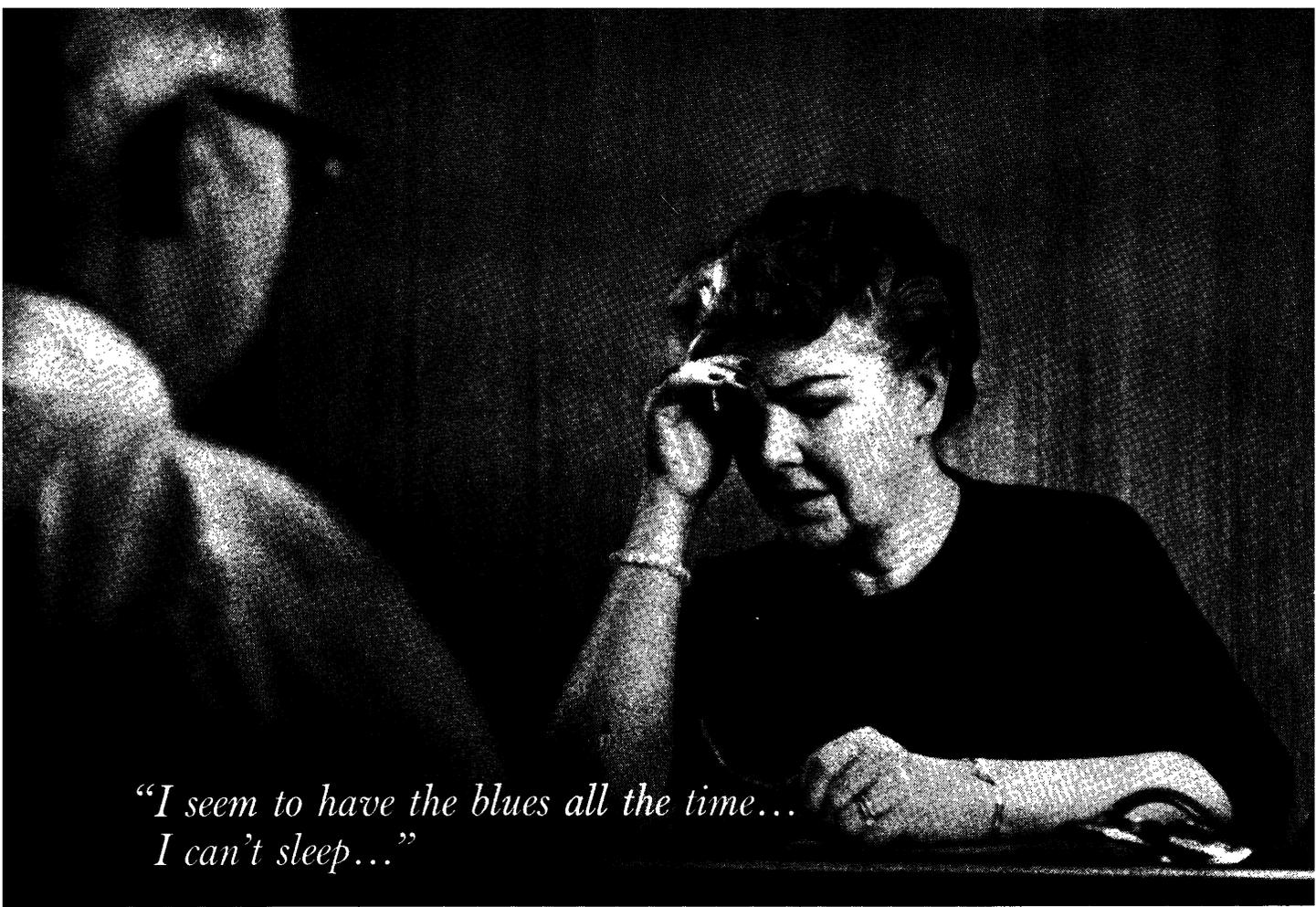
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References:

1. Alexander, L.: J.A.M.A. 166:1019, March 1, 1958.
2. Current personal communications; in the files of Wallace Laboratories.
3. Pennington, V.M.: Am J. Psychiat. 115:250, Sept. 1958



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see
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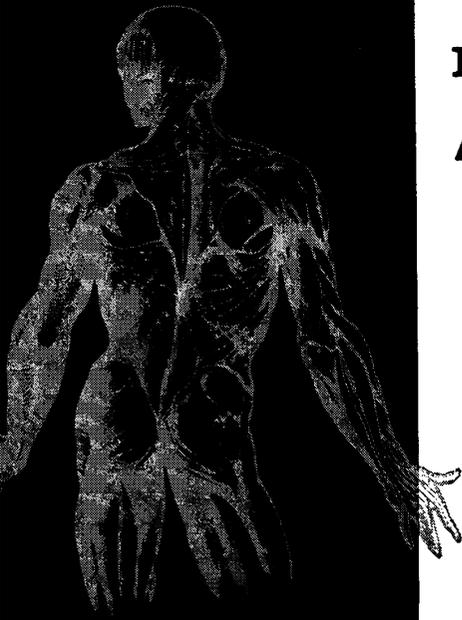
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References: 1. Carpenter, E. B.: Southern M.J. 51:627, 1958. 2. Forsyth, H. F.: J.A.M.A. 167:163, 1958. 3. O'Doherty, D. S., and Shields, C. D.: J.A.M.A. 167:160, 1958. 4. Park, H. W.: J.A.M.A. 167:168, 1958. 5. Plumb, C. S.: Journal-Lancet 78:531, 1958.

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References: 1. Shelmire, J.B., Jr.: Monographs on Therapy 3:164 (Nov.) 1958. • 2. Nix, T.E., Jr., and Derbes, V.J.: Monographs on Therapy 3:123 (Nov.) 1958. • 3. Robinson, R.C.V.: Bull. School of Med., U. Maryland 43:54 (July) 1958. • 4. Sternberg, T.H.; Newcomer, V.D., and Reinsner, R.M.: Monographs on Therapy 3:115 (Nov.) 1958. • 5. Clark, R.F., and Hallett, J.J.: Monographs on Therapy, 3:153 (Nov.) 1958. • 6. Smith J.G., Jr.; Zawisza, R.J., and Blank, H.: Monographs on Therapy, 3:111 (Nov.) 1958. • 7. Monographs on Therapy, 3:137 (Nov.) 1958. • 8. Howell, C.M., Jr.: North Carolina M.J. 19:449 (Oct.) 1958. • 9. Bereston, E.S.: South. M.J. 50:547 (April) 1957. And whatever the topical corticoid need, a suitable Squibb formulation is available—Kenalog-S Lotion—7½ cc. plastic squeeze bottles. Each cc. supplies 1.0 mg. (0.1%) triamcinolone acetonide, 2.5 mg. neomycin base and 0.25 mg. gramicidin. **Kenalog Cream**, 0.1%—5 Gm. and 15 Gm. tubes. **Kenalog Lotion**, 0.1%—15 cc. plastic squeeze bottles. **Kenalog Ointment**, 0.1%—5 Gm. and 15 Gm. tubes.



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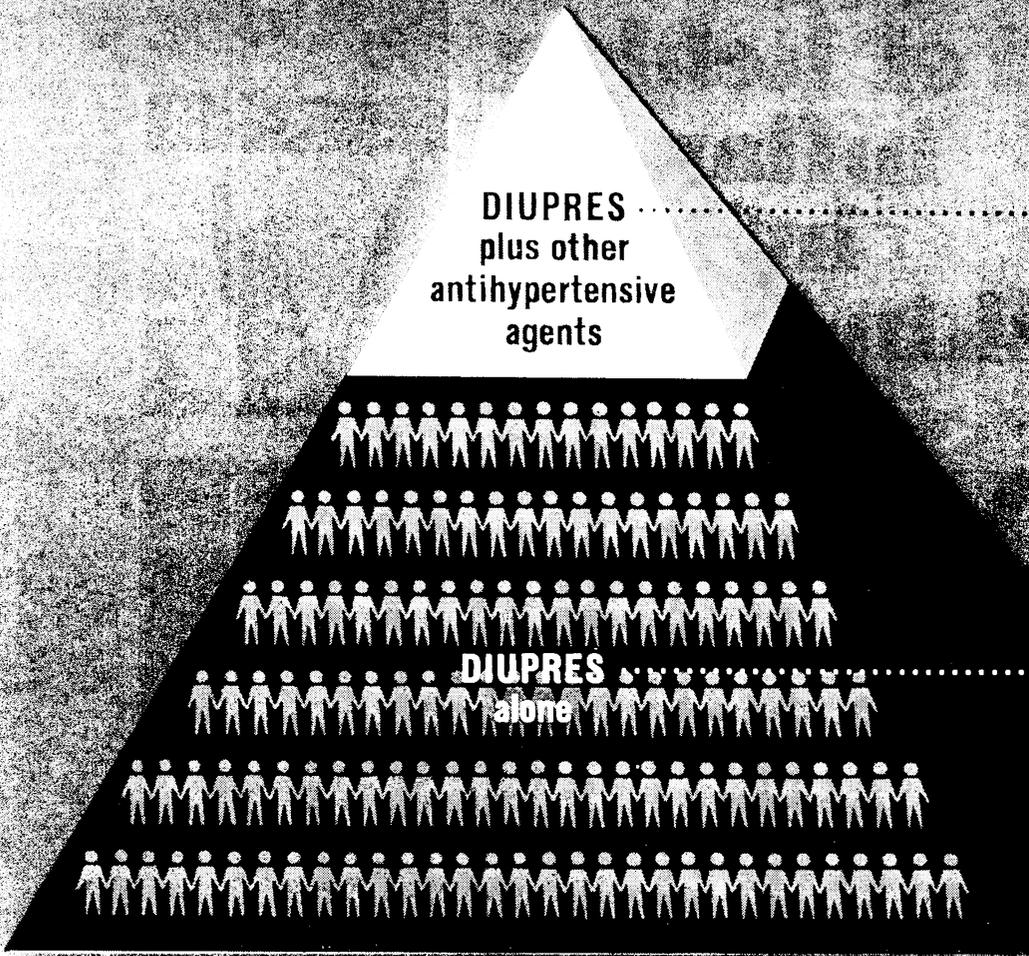
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WOUNDED TIGER AND PUNCTUATES
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*Editorial: New England J. Med. 260:246 (Jan. 29) 1959

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Available: 5-cc. dropper bottle. One drop=0.6 mg.; 40 drops=1 cc. **Pharmacia Laboratories, Inc., 501 Fifth Avenue, New York 17, N. Y.**

rely on

a specific skeletal muscle relaxant

Chemically unlike any other muscle relaxant, Sinaxar is

- consistently effective in the majority of cases
- long acting: no fleeting effects
- purely a skeletal muscle relaxant... free of adverse physical or psychic effects frequently encountered with tranquilizers

DOSAGE: Two tablets three or four times daily.

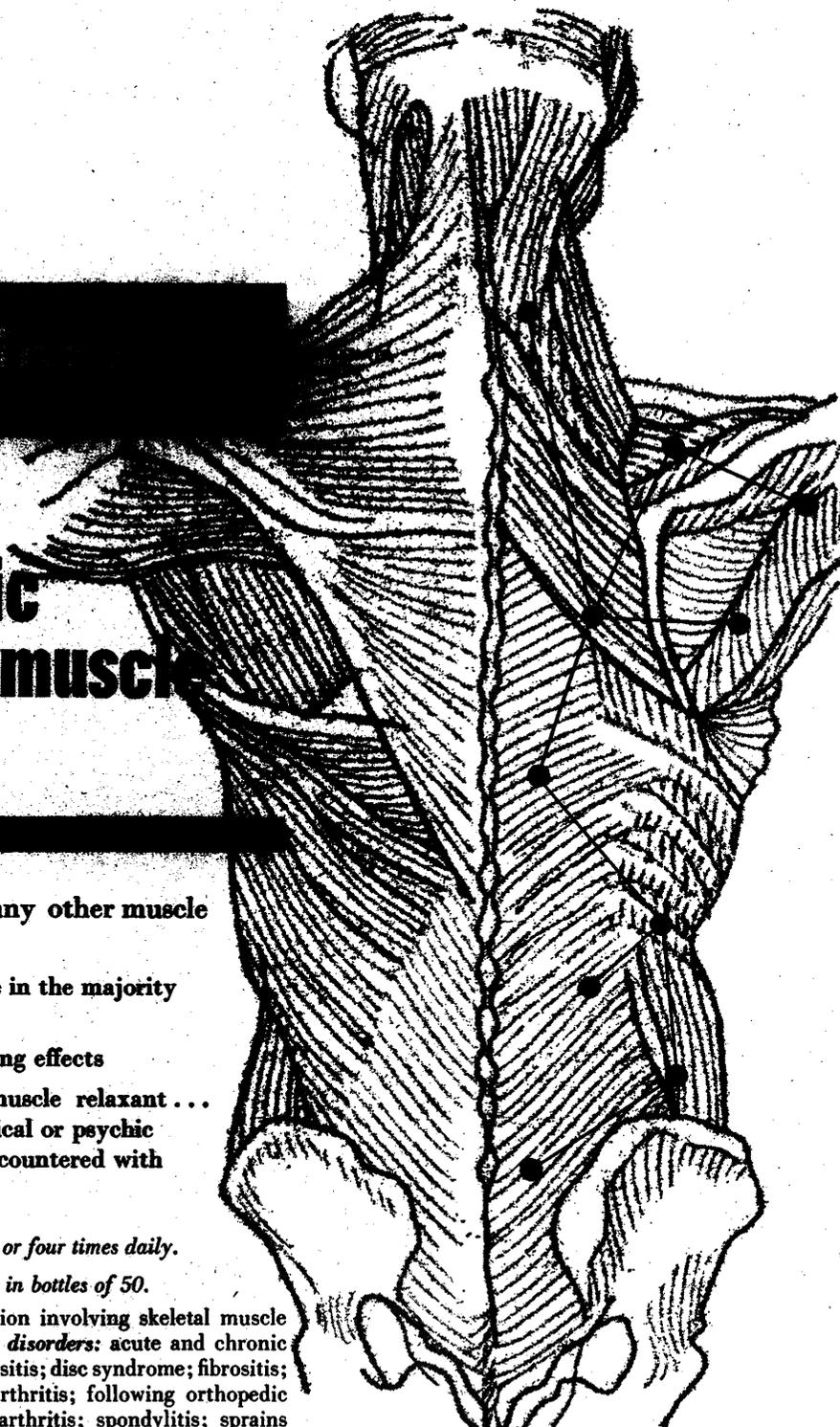
SUPPLIED: 200 mg. tablets in bottles of 50.

INDICATIONS: Any condition involving skeletal muscle spasm, as *musculoskeletal disorders*: acute and chronic back ache; arthritides; bursitis; disc syndrome; fibrositis; myalgia; myositis; osteoarthritis; following orthopedic procedures; rheumatoid arthritis; spondylitis; sprains and strains; torticollis; *neurologic disorders*: cerebral palsy; cerebrovascular accidents; cervical root syndrome; multiple sclerosis.

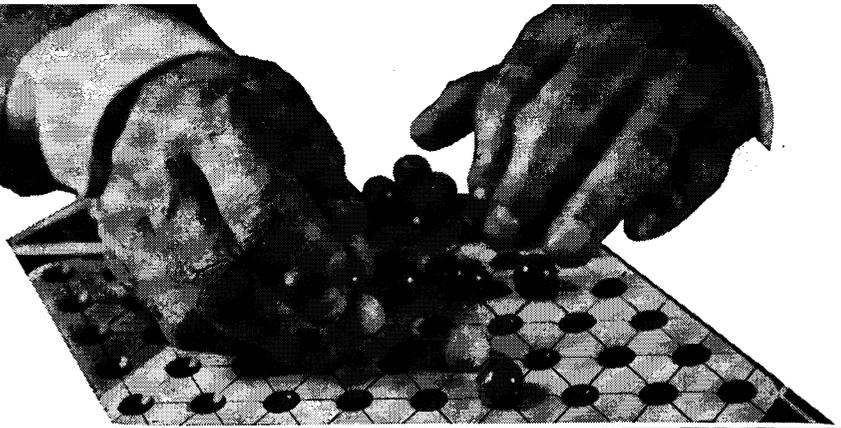
ARMOUR



ARMOUR PHARMACEUTICAL COMPANY • *A Leader in Biochemical Research* • KANKAKEE, ILLINOIS



WITHOUT STEROIDS



In every arthritic state...

WITHOUT STEROIDS



WITHOUT STEROIDS



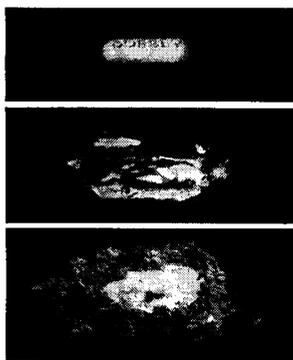
MAINTENANCE THERAPY WITHOUT STEROIDS IS FUNDAMENTAL

Sound, conservative therapy with salicylates has been consistently reaffirmed as basic, long-term maintenance therapy in the arthritides.

Buffered Pabirin provides superior maintenance therapy. It epitomizes fundamental long-term basic therapy since it can be given month after month without serious complications and with minimal problems to patient and doctor alike.

Buffered Pabirin is formulated to provide high and sustained salicylate blood levels. Each tablet consists of an outer layer containing a buffer (aluminum hydroxide), para-aminobenzoic acid, and ascorbic acid; a core of acetylsalicylic acid.

In the stomach, the outer layer quickly releases the buffer, which protects against nausea, dyspepsia and other gastrointestinal symptoms so frequently encountered with salicylates alone. The core of Buffered Pabirin then disintegrates rapidly, permitting rapid absorption of the acetylsalicylic acid for faster pain relief.



Photographs show 2-stage
Tandem Release disintegration.

Each tablet contains:

Acetylsalicylic acid (5 gr.).....300 mg.
Para-aminobenzoic acid (5 gr.)....300 mg.
Ascorbic acid 50 mg.
Dried aluminum hydroxide gel....100 mg.

All Buffered Pabirin is sodium- and potassium-free.

Dosage: Two or three tablets
3 or 4 times daily.

References: 1. Hart, D.; Bagnall, A. W.; Bunim, J. J., and Polley, F. H.: Ninth International Congress on Rheumatic Diseases, Toronto, Ont. (June 25) 1957. 2. Report of Joint Committee, Medical Research Council & Nuffield Foundation, Treatment of Rheumatoid Arthritis, British Medical Journal (April 13) 1957. 3. Friend, D. G.: New England J. Med. 257:278 (Aug.) 1957.

Buffered **Pabirin**[®] Tablets

stop
"morning
sickness"
the
night
before
with
timed-
release
Bendectin
2 tabs. h.s.



PREVENTS "MORNING SICKNESS" IN 9 OUT OF 10 PREGNANCIES

In 941 cases^{1,2} effective in all but 17. Two timed-release tablets at bedtime start to work in the early morning and reach maximum potency at normal waking hour. BENDECTIN then provides exceptional relief of nausea and vomiting by three distinct and complementary actions. 1. **Antispasmodic**—Bentyl 10 mg.—relaxes G-I smooth-muscle spasm; 2. **Antinauseant**—Decapryn 10 mg.—centrally effective . . . combats histamine-like metabolites often present in blood stream during pregnancy; 3. **Nutritional supplement**—pyridoxine 10 mg.—just the amount necessary to help control "morning sickness."

1. Nulsen, R. O.: Ohio State M. J. 53:665, 1957. 2. Personal communications, 1956-57.

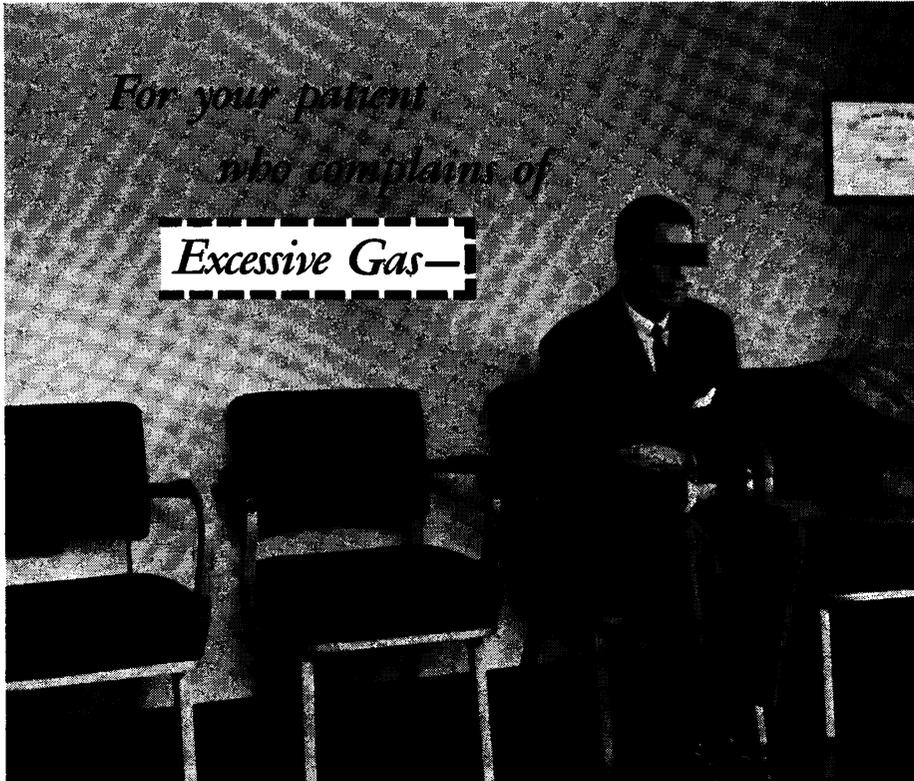
Formula: Each tablet contains:

Bentyl (dicyclomine) Hydrochloride 10 mg.
Decapryn (doxylamine) Succinate 10 mg.
Pyridoxine Hydrochloride 10 mg.



THE W. M. S. MERRELL COMPANY
New York • CINCINNATI • St. Thomas, Ontario
Another Exclusive Product of Original Merrell Research

TRADEMARKS: BENTYL, DECAPRYN, MERRELL



ILOPAN-CHOLINE TABLETS

Based upon the remarkable results obtained with ILOPAN (parenteral pantothenyl alcohol, W-T, for the management of post-operative distention due to flatus and feces), an oral form is now made available for ambulatory patients—ILOPAN-CHOLINE Tablets. And choline has been added as a precursor to all-important acetylcholine.

Clinical results with ILOPAN-CHOLINE Tablets in ambulatory patients, ages 20 to 80 years, have been surprisingly excellent... 90% effective according to three independent and separate clinical evaluations.

COMPOSITION: Each tablet contains Ilopan (brand of d-pantothenyl alcohol) 50 mg., choline bitartrate 25 mg.

INDICATIONS: Gas retention in the atonic gastrointestinal tract of ambulatory patients, geriatric digestive problems complicated by flatulence, laxative withdrawal.

DOSAGE: Two tablets three times daily. Three tablets three times daily in severe cases.

HOW SUPPLIED: Bottles of 100 and 500.



THE WARREN-TEED PRODUCTS COMPANY
COLUMBUS 8, OHIO

Dallas

Chattanooga

Los Angeles

Portland

This town of 104,000 has a Band Aid!

...but needs medical care

of course, there are two modern hospitals and they are busy to overflowing day and night with emergency and maternity and the usual... but even this is not enough to care for all the many special medical needs of a fast growing community like this. Norwalk, California, is a young family, skilled worker, town with 98% home ownership, \$8216 yearly income per family. And yet... there is a serious shortage of medical specialists in almost every field. Imagine, just thirty doctors and nine dentists to care for 104,000 people!

But Something is Being Done

On June 1, 1959, a modern new medical office center will be completed and ready for occupancy next to the Carobil Hospital. Designed by Reichl & Starkman, noted architectural firm, The Norwalk Medical Village includes 25 office suites, an emergency clinic, pharmacy, separate X-ray and lab areas, coffee shop and parking for 138 cars.

Ready for occupancy June 1, 1959.

*For leasing information call: Spruce 3-3085 Mrs. M. Jeskin or write:
c/o Carobil Hospital, 13222 Bloomfield Ave., Norwalk, California*



Fostex[®] treats their acne while they wash



degreases the skin helps remove blackheads dries and peels the skin

...and this is how it works

Fostex provides essential actions necessary in treating acne. It washes off excess oil. It unblocks pores by penetrating and softening blackheads. It dries and peels the skin, removing papule coverings, thus permitting drainage of sebaceous glands.

Fostex contains Sebulytic[®],* a combination of surface-active wetting agents with remarkable antiseborrheic, keratolytic and antibacterial actions... enhanced by sulfur 2%, salicylic acid 2%, hexachlorophene 1%.

*sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate and sodium dioctyl sulfosuccinate.

Your patients will like Fostex because it is so simple to use. They simply wash acne skin 2 to 4 times a day with Fostex, instead of using soap.



FOSTEX CREAM

... in 4.5 oz. jars. For therapeutic washing in the initial phase of oily acne treatment.

Write for samples.



FOSTEX CAKE

... in bar form. For therapeutic washing to keep the skin dry and free of blackheads during maintenance therapy. Also used in relatively less oily acne.

WESTWOOD PHARMACEUTICALS

• Buffalo 13, New York

FOR SALE:



2 IBEROL FILMTABS A DAY SUPPLY:

The Right Amount of Iron

Ferrous Sulfate, U.S.P. 1.05 Gm.
(Elemental Iron—210 mg.)

Plus the Complete B Complex

Vitamin B₁₂ with
Intrinsic Factor Concentrate ... 1 U.S.P. Unit (Oral)
Folic Acid 2 mg.
Liver Fraction 2, N.F. 200 mg.
Thiamine Mononitrate 6 mg.
Riboflavin 6 mg.
Nicotinamide 30 mg.
Pyridoxine Hydrochloride 3 mg.
Calcium Pantothenate 6 mg.

Plus Vitamin C

Ascorbic Acid 150 mg.

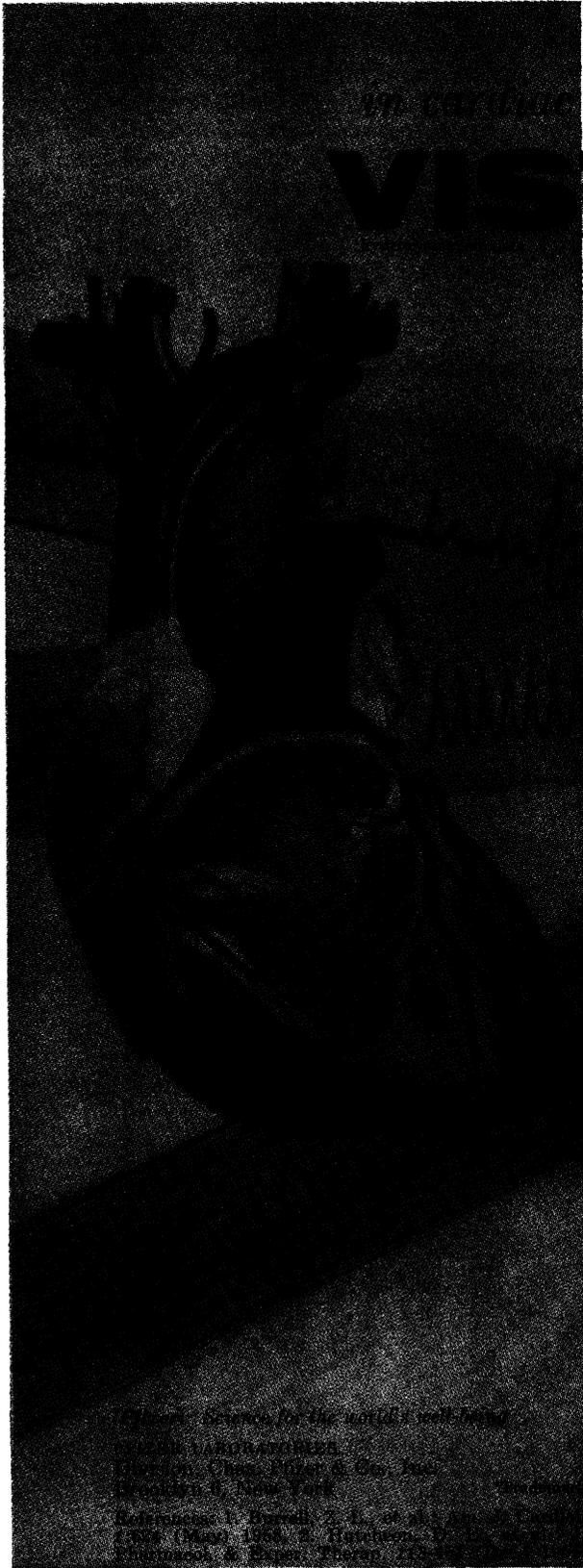


ANEMIA IN THE MENOPAUSE, another indication

for ^{filmtab} **Iberol**[®] ... potent antianemia therapy

plus the complete B-complex.

Abbott



arrhythmias

VISTARIL*

provides:

SPECIFIC ANTIARRHYTHMIC EFFECT

in ventricular and auricular extrasystoles, paroxysmal auricular and ventricular tachycardias, paroxysmal auricular fibrillations, Wolff-Parkinson-White syndrome, bigeminy, and non-chronic auricular fibrillation.

Vistaril appears to act directly on the myocardium, since in many patients normal sinus rhythm is restored within minutes

OUTSTANDING SAFETY

The safety of Vistaril has been especially noted by investigators.

"The drug was found safe, easily administered, and nontoxic in all cases. No untoward effects occurred in any patient when the drug was given either orally, intramuscularly, or intravenously. This is a definite advantage over other agents in general use."¹

AND EFFECTIVE CALMING ACTION

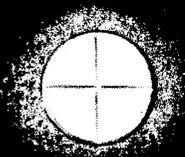
Vistaril also provides the calming and tranquilizing properties so valuable in cardiac patients.

The following dosage regimen is recommended (Individualized by the physician for maximum effectiveness):

Oral dosage: Initially, 100 mg. daily in divided doses until arrhythmia disappears. For maintenance or prophylaxis, 50-75 mg. daily in divided doses.

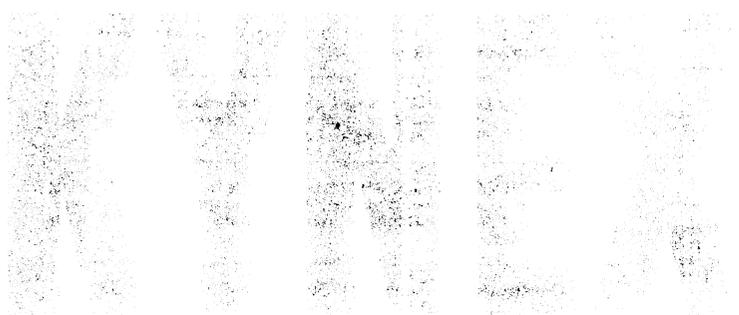
Parenteral dosage: 50-100 mg. (2-4 cc.) I.M. stat., and q. 4-6 h., p.r.n.; maintain with 25 mg. b.i.d. or t.i.d. In acute emergency, 50-75 mg. (2-3 cc.) I.V. stat.; maintain with 25-50 mg. (1-2 cc.) I.V. q. 4-6 h.

Supply: Vistaril Capsules, 25 mg., 50 mg. and 100 mg. Vistaril Parenteral Solution, 10 cc. vials and 2 cc. Steraject® cartridges. Each cc. contains 25 mg. hydroxyzine (as the hydrochloride).



JUST 1 TABLET DAILY

WHENEVER SULFAS ARE INDICATED



Sulfamethoxypyridazine Lederle

provides therapeutic sulfa levels for 24 hours... Highly soluble... rapidly absorbed... produces fast, sustained plasma-tissue concentrations. Simple, easy-to-remember, single 0.5 Gm. daily dose. No crystalluria. 1

with low incidence of sensitivity reactions... Extremely low in toxic potential. 2, 3 No cutaneous or other objective reactions seen in a wide scale study of clinical toxicity. 2 Even minor subjective reactions are not expected to occur 2 or are reported absent 2 when recommended schedule is used.

TABLETS: 0.5 Gm., bottles of 24 and 100. New ACETYL PEDIAIRIC SUSPENSION: cherry flavored, 250 mg. sulfamethoxypyridazine active per teaspoonful (5 cc.), bottles of 4 and 16 fl. oz.

1. Editorial: New England J. Med. 258:48, 1958.
2. Vinnicombe, J.: Antibiotic Med. & Clin. Ther. 5:474, 1958.
3. Sneth, U. K., et al.: Ibid., p. 604, 1958.

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, N. Y.
*Reg. U.S. Pat. Off.



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PHYSICIANS WANTED

GENERAL PRACTITIONERS AND SPECIALISTS—See us for the many **EXCEPTIONAL OPPORTUNITIES** available in San Francisco, East Bay, Peninsula and throughout California, including associations and partnerships with established groups and individual physicians; starting salaries \$1000.00 per month and up. For further information please contact Norma Rohl, Director, **THE MEDICAL CENTER AGENCY**, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2. **CALL** Yukon 2-3412.

ASSISTANT MEDICAL DIRECTOR. Immediate opening. Accredited hospital, 219 beds pulmonary diseases, 30 beds rehabilitation chronic illness. United States citizen, California license, tuberculosis experience. Under age 40, preferably married. Furnished modern house for family. Salary open. Write Medical Director, Tulare-Kings Counties Hospital, Springville, California.

\$50 A MONTH RENTAL will get you a suite of 725 sq. ft. in a new medical building in the thriving Bay Area of California, just outside of Oakland. General Practitioner and specialists urgently needed. Excellent opportunity for all physicians. Open staff hospital close by. **Box 94,565**, California Medicine.

WANTED—GENERAL PRACTITIONER for association with GP, beginning in June or July, in a rural community of 3,000 people in the lower Sacramento River Valley. Will guarantee \$1,000 per month at outset, working up to an equal partnership interest in three years. Prefer approximately 30 to 40 year age group. **Box 94,725**, California Medicine.

GENERAL PRACTITIONER wanted to join an association of two physicians at Sacramento. Under 35 years of age desired. \$1000 month to start, later percentage of net. **Box 94,805**, California Medicine.

WANTED—GENERAL PRACTITIONER for association with two physicians at Bakersfield. Desire man interested in general practice, obstetrics and surgery; between the age group of 30 to 40. Have fully equipped new office. For details write 1715 28th Street, Bakersfield, California.

WANTED—GENERAL PRACTITIONER to start approximately July 1st with group. Guarantee \$1,000 per month for qualified, licensed man selected. Also need **PEDIATRICS locum tenens** approximately July 1 to September 15. Contact Business Manager, 10720 Paramount Boulevard, Downey, California. Telephone: **TOPaz 9-1041**.

WANTED: GENERALISTS AND SPECIALISTS. California licensed for clinics, associations and partnerships. We cover all areas of the State. Hospital facilities and housing checked for you. Information gladly. **PACIFIC COAST MEDICAL Bureau**, Agency, Suite 1404, 703 Market Street, San Francisco 3.

BUSY, WELL ESTABLISHED GENERAL PRACTICE partnership in growing California coastal valley community 65 miles from San Francisco needs third man. Applicants should be under 35, should have some surgical training. Guarantee \$1000.00 monthly at start, leading to partnership in two or three years. Reply to **Box 94,870**, California Medicine.

GENERALIST—For small office practice in Bakersfield, California. Ideal for older man desiring semi-retirement in desert climate. Four rooms fully equipped, optional to buy. Clientele mostly geriatric welfare, but including Mexicans, A.N.C. For further details write: L. O. Carpenter, M.D., 910 Baker Street, Bakersfield, California.

INTERNIST—Board or Board qualified, full time, minimum guarantee \$15,000 a year against percentage, eventual partnership. **Box 94,890**, California Medicine.

INTERNIST (1) AND OBSTETRICIAN (1) to become associated with expanding well established medical clinic in West Los Angeles near UCLA Medical Center. These positions (immediate openings) will ultimately lead to partnerships. State qualifications and minimum financial requirements. **Box 94,875**, California Medicine.

ORTHOPAEDIST AND/OR INTERNISTS—Well established medical group, Los Angeles area. \$12,000 annually plus. Early partnership. Opportunity to share in ownership without initial investment. **Box 94,775**, California Medicine.

SOUTHERN CALIFORNIA GROUP of 14 specialists wishes to add the following certified or eligible men: Orthopedic Surgeon, Ophthalmologist, E.N.T. or E.E.N.T. man, Dermatologist, Urologist, Neurologist, and Internist with allergy interest. These positions would lead to subsequent partnership status. Write Administrator, **Box 126**, Downey, California.

STAFF PHYSICIAN. Accredited hospital, 219 beds pulmonary diseases, 30 beds rehabilitation chronic illness. Salary range \$649.00 to \$817.00, includes furnished modern house for family. Experience may qualify for second step salary range (\$686.00). Eligible California license. Write Medical Director, Tulare-Kings Counties Hospital, Springville, California.

SOUTHERN CALIFORNIA, Santa Cruz to San Diego. Specialists, generalists, non-clinical administrative appointments, medical directors needed. No registration fee. No obligation unless we assist you in locating. **CONTINENTAL MEDICAL BUREAU**, Agency, Suite 323, 510 West Sixth Street, Los Angeles 14.

SITUATIONS WANTED

GENERAL PRACTITIONER, 32 years old, married, Protestant, best training, 2 years residency training, 2 years successful general practice experience, no military obligation, desires to buy into or associate with a General Practitioner in San Diego area in an independent General Practice. **Box 94,885**, California Medicine.

GENERAL SURGEON, 34, married, Board Certified, F.A.C.S. California license. Association desired with group or other surgeon. **Box 94,880**, California Medicine.

UROLOGIST—California license, Board Eligible, married, four children, veteran, desires association with established urologist or group, available now. **Box 94,795**, California Medicine.

FOR THE HIGHER CALIBER MEDICAL PERSONNEL—Our applicants are always carefully and thoroughly screened for the specific qualifications you request. **THE MEDICAL CENTER AGENCY**, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2. **CALL** YUkon 2-3412.

RESIDENTS WANTED

PSYCHIATRIC RESIDENT: New approved two-year teaching program in modern psychiatric hospital. Good location. "Team" approach to treatment, individual supervision. Both in- and outpatient work, special emphasis on group dynamics and social psychiatry. Write Robert A. Kimmich, M.D., Chief of Professional Education, Stockton State Hospital, 510 East Magnolia, Stockton 3, California.

LOCUM TENENS WANTED

GENERAL PRACTITIONER to assist in a well established general practice from July 1st through August 21st. Must be California licensed. Spanish helpful, but not required. Salary \$1,000 per month. Reply to S. P. Savitz, M.D., 2170 Lomita Boulevard, Lomita, California. Telephone **DAVENport 6-3293**.

GENERAL PRACTITIONER wanted starting immediately or as soon as possible for about three to four months. Pleasant air-conditioned office. Write P. O. **Box 368**, Ripon, California.

LOCUM TENENS RADIOLOGIST, board eligible or certified. Two (2) months in July-September period. 400-bed hospital, diagnosis only. Los Angeles County. California license required. **Box 94,915**, California Medicine.

(Continued on Back Advertising Section, Page 88)

MORE SUITABLE FOR MORE
PATIENTS FOR MORE SATISFYING SLEEP



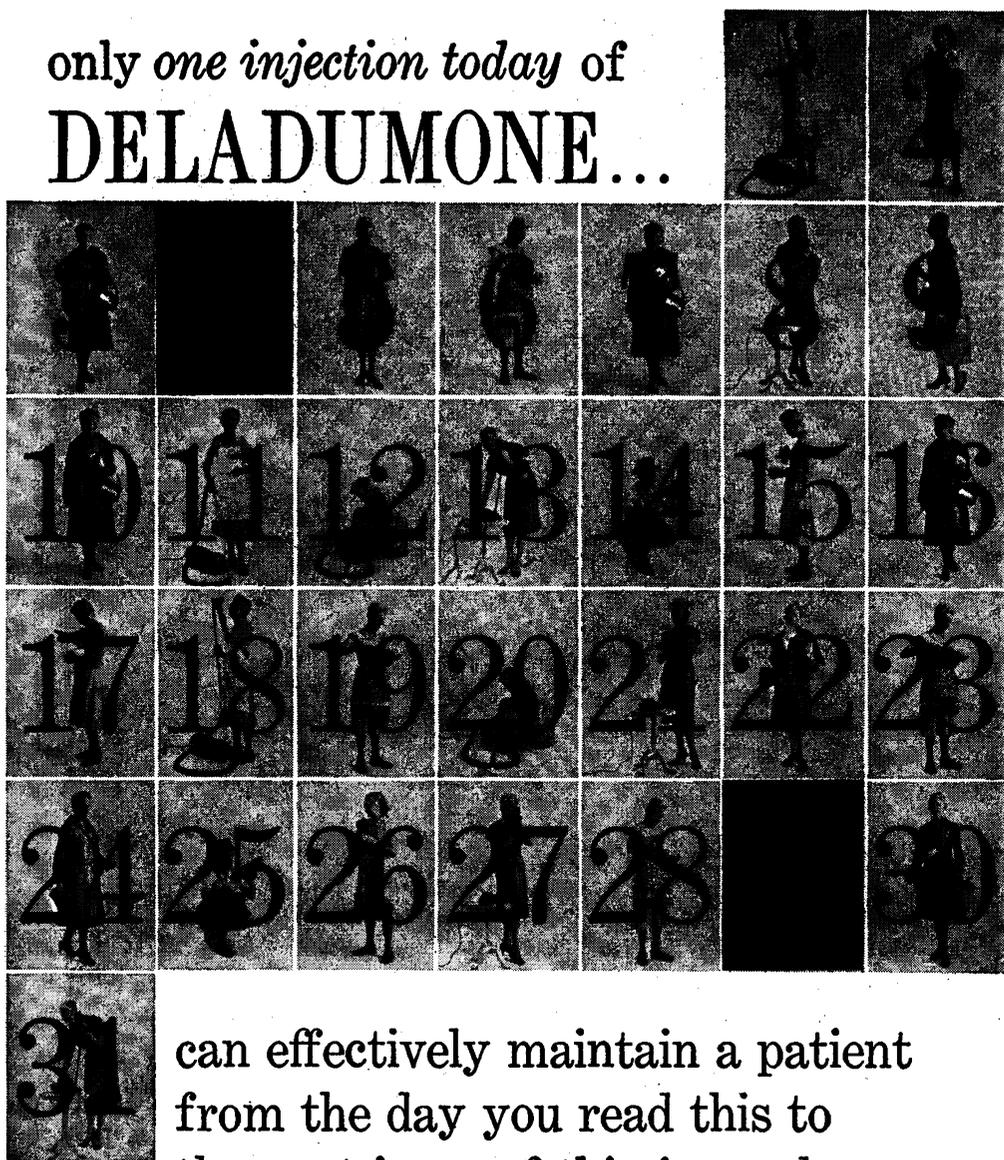
Doriden offers sound, restful sleep for patients who are sensitive to barbiturates, elderly patients, patients with low vital capacity and poor respiratory reserve and those who are unable to use barbiturates because of hepatic or renal disease. Onset of sleep with Doriden is smooth and gradual, usually with no preliminary excitation. Doriden acts within 30 minutes, and sleep lasts for 4 to 8 hours. Except in rare cases, no "hang-over" or "fog," because Doriden is rapidly metabolized. Average dose for insomnia: 0.5 Gm. at bedtime. SUPPLIED: *Tablets*, 0.5 Gm., 0.25 Gm. and 0.125 Gm. For a complimentary supply of Doriden 0.5-Gm. tablets write Ciba, Millbrac, California. Physician's signature and registration number must appear on request.

2/2615 MK

DORIDEN[®]
(glutethimide CIBA)

C I B A
SUMMIT, N. J.

only one injection today of
DELADUMONE...



can effectively maintain a patient
from the day you read this to
the next issue of this journal

*for sustained anabolic
and climacteric therapy
in female and male*

specify
DELADUMONE

SQUIBB TESTOSTERONE ENANTHATE AND ESTRADIOL VALERATE

approximately 4 weeks of effective therapy with only one injection

- minimizes or eliminates unwanted sexual effects
- well tolerated and convenient administration—low viscosity permits easy IM injection with small-gauge needle

DELADUMONE relieves physical, mental and emotional distress in the climacteric and corrects hormonal imbalance and protein loss.

Other indications: prevention of lactation
postpartum breast engorgement
osteoporosis in men and women

Dosage: 1 to 2 cc. as a single intramuscular injection, every 3 to 4 weeks, depending on clinical response.

Supply: Vials of 1 and 5 cc. Each cc. contains 90 mg. testosterone enanthate and 4 mg. estradiol valerate.

*for convenient,
effective oral therapy* **DUMONE** TABLETS

Squibb Methyltestosterone and Ethinyl Estradiol

Bottles of 100 and 1000 tablets. Each tablet provides 4 mg. methyltestosterone and 0.008 mg. ethinyl estradiol.

SQUIBB

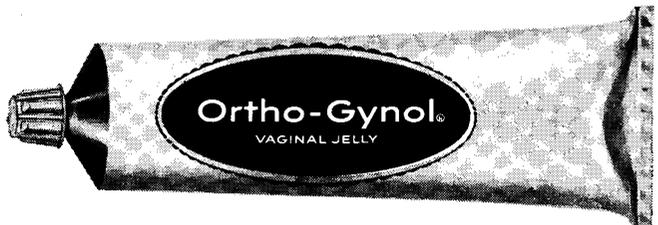


Squibb Quality—the Priceless Ingredient

'Deladumone'® and 'Dumone'® are Squibb trademarks.



while she is planning
her family,
she needs your help
more than ever



the most widely prescribed contraceptive



WHENEVER A DIAPHRAGM IS INDICATED



when pollen allergens attack the nose...

Triaminic provides more effective therapy in respiratory allergies because it combines two antihistamines^{1,2} with a decongestant.

These antihistamines block the effect of histamine on the nasal and paranasal capillaries, preventing dilation and exudation.³ *This is not enough;* by the time the physician is called on to provide relief, histamine damage is usually present and should be counteracted.

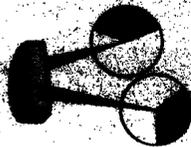
The decongestive action of orally active phenylpropanolamine helps contract the engorged capillaries, reducing congestion and bringing prompt relief from nasal stuffiness, rhinorrhea, sneezing and sinusitis.^{4,5}

TRIAMINIC is orally administered, systemically distributed and reaches *all* respiratory membranes, avoiding nose drop addiction and rebound congestion.^{6,7} TRIAMINIC can be prescribed for prompt relief in summer allergies, including hay fever.

References: 1. Sheldon, J. M.: *Postgrad. Med.* 34:465 (Dec.) 1953. 2. Hubbard, T. F. and Berger, A. J.: *Annals Allergy* p. 399 (May-June) 1959. 3. Kline, B. S.: *J. Allergy* 19:19 (Jan.) 1948. 4. Goodman, L. S. and Gilman, A.: *Pharmacol. Basis Ther.*, Macmillan, New York, 1956, p. 582. 5. Fabricant, N. D.: *E.E.N.T. Monthly* 27:460 (July) 1958. 6. Lhotsky, F. M.: *Illinois M.J.* 123:259 (Dec.) 1957. 7. Farmer, D. F.: *Clin. Med.* 8:1183 (Sept.) 1958.

Triaminic®

TRIAMINIC provides around-the-clock freedom from hay fever and other allergic respiratory symptoms with just one tablet q. 6-8 h. because of the special timed-release design.



Each TRIAMINIC timed-release tablet provides:
Phenylpropanolamine HCl.....50 mg.
Pheniramine maleate.....25 mg.
Pyrilamine maleate.....25 mg.

Also available: TRIAMINIC SYRUP for those patients of all ages who prefer a liquid medication. Each 5 ml. teaspoonful is equivalent to 1/4 Triaminic Tablet or 1/2 Triaminic Juvelet. TRIAMINIC JUVELETS provide half the dosage of the Triaminic Tablet with the same timed-release action for prompt and prolonged relief.



running noses



and open stuffed noses orally

SMITH-DORSEY • a division of The Wander Company • Lincoln, Nebraska • Peterborough, Canada

relief from the suffering and
mental anguish of

CANCER



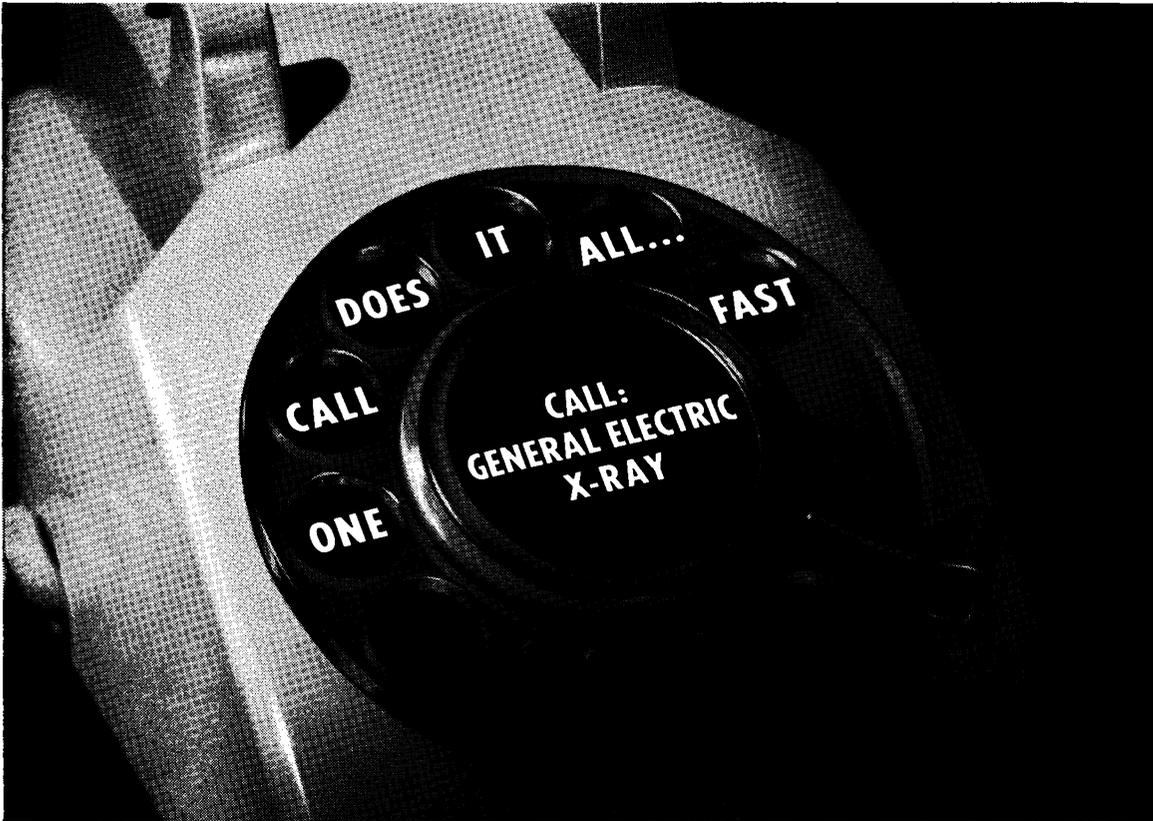
THORAZINE* (chlorpromazine, S.K.F.)

one of the fundamental drugs in medicine

Available: Tablets, 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg.; Ampuls, 1 cc. and 2 cc. (25 mg./cc.); Multiple dose vials, 10 cc. (25 mg./cc.); Spansule® *sustained release* capsules, 30 mg., 75 mg., 150 mg., 200 mg. and 300 mg.; Suppositories, 25 mg. and 100 mg.; Syrup, 10 mg. per 5 cc. teaspoonful.

 Smith Kline & French Laboratories

*T.M. Reg. U.S. Pat. Off.



...x-tra value x-ray supplies

there's no delay the G.E. way

Dealing with General Electric is like owning your own complete warehouse of x-ray supplies. You get fast action on every order from any of 68 strategically located factory-operated offices.

No need for "scatter-buying" from several different sources. Get everything you need by "shopping" the complete selection of products listed in the G-E X-Ray Supply and Accessory Catalog.

For complete details contact your G-E X-Ray representative listed below.

Progress Is Our Most Important Product

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NORTH SACRAMENTO P. STIVENDER
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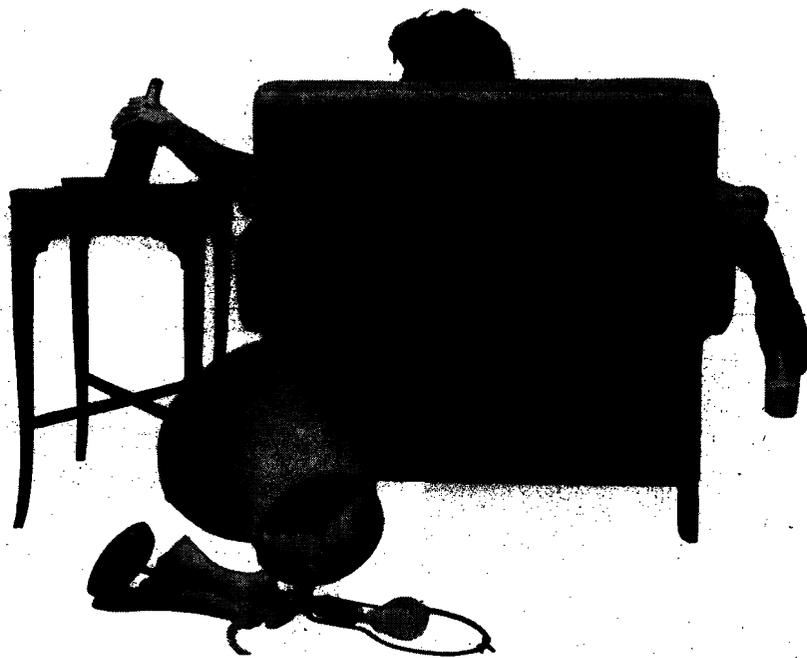
SANTA ROSA J. E. PIXTON, JR.
5786 La Sierra Dr. • Llberty 5-3673



EXAMPLE:

Continuous cash savings — with G-E SUPERMIX® film processing chemicals, today's *lowest-priced* quality solutions. Convenience packaged, too, in tough, knock-about plastic containers—developer, fixer, refresher and fixer-neutralizer in graduated polyethylene bottles that mix a gallon. (And so *lightweight* they're a joy to handle.)

prompt control of
acute
alcoholism



THORAZINE* Injection

1 cc. and 2 cc. Ampuls, (25 mg./cc.) and
10 cc. Multiple dose vials, (25 mg./cc.)

 Smith Kline & French Laboratories

*T.M. Reg. U.S. Pat. Off. for chlorpromazine, S.K.F.

for prompt and sustained relief from
severe mental and

emotional stress



THORAZINE* SPANSULE† capsules

30 mg. 75 mg. 150 mg. 200 mg. 300 mg.

 Smith Kline & French Laboratories

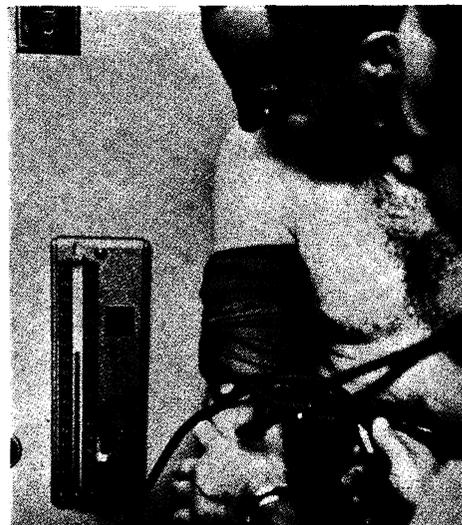
*T.M. Reg. U.S. Pat. Off. for chlorpromazine, S.K.F.

†T.M. Reg. U.S. Pat. Off. for sustained release capsules, S.K.F.

With Singoserp this patient's blood pressure was controlled for the first time without side effects

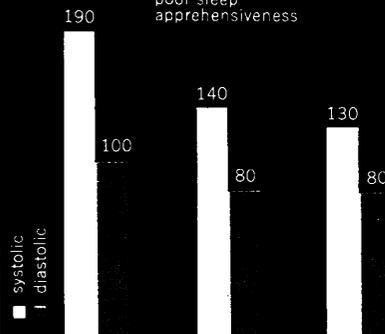
FROM THE FILES OF A PHILADELPHIA CARDIOLOGIST.
PHOTOS USED WITH PERMISSION OF THE PATIENT.

Tombstone salesman had known hypertension for 16 years; rejected by U.S. Army because of high blood pressure. Whole root rauwolfia lowered pressure satisfactorily, but patient could not tolerate side effects.

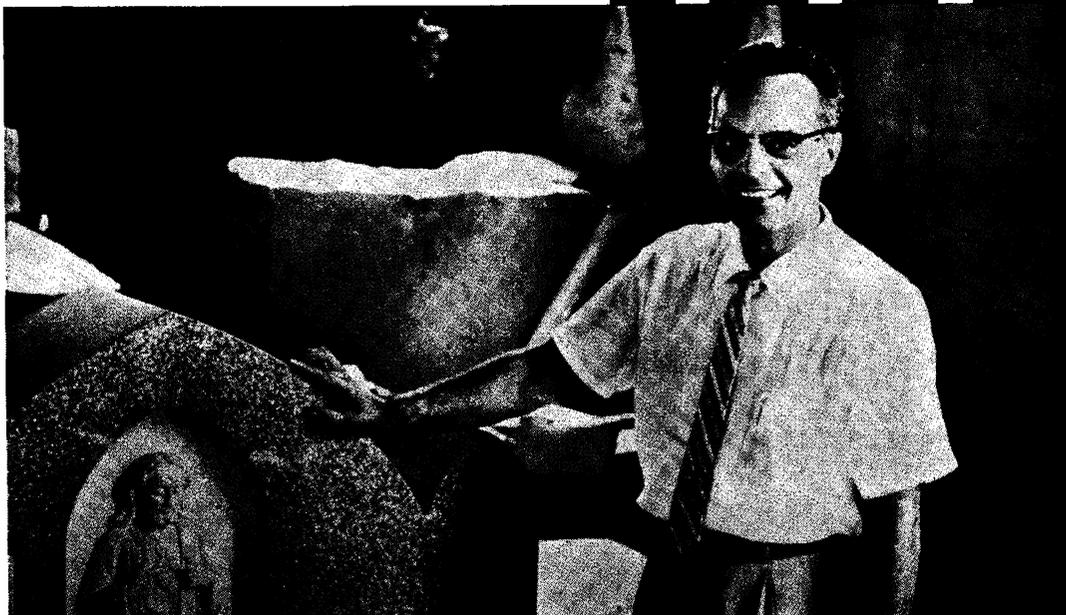


History of this patient in chart form:

Before treatment	Whole root rauwolfia	Singoserp
	stuffy nose headache poor sleep apprehensiveness	No side effects



Singoserp in a dosage of 0.5 mg. daily lowered his blood pressure to 130/80, produced no side effects. Patient feels well, works well, speaks of marked improvement in outlook and function.



Clinical findings in 900 patients show the selective antihypertensive action of Singoserp

IN 735 PATIENTS, BLOOD PRESSURE FELL AN AVERAGE OF 30.7 mm. Hg:

- more than half of these patients suffered from moderate to severe hypertension
- more than half of the cases involved hypertension of at least 6 years' standing, with many histories of up to 20 years' duration

THE SIDE-EFFECTS PROBLEM WAS MINIMIZED IN MOST PATIENTS:

Chart shows gratifyingly low incidence of side effects in 233 patients given Singoserp with no other antihypertensive medication

Side Effect	Number	Per Cent
Lethargy	7	2.9
Headache	6	2.5
Gastrointestinal upset	3	1.2
Vertigo	2	0.8
Nasal congestion	1	0.4

DOSAGE:

In new patients: Average initial dose, 1 to 2 tablets (1 to 2 mg.) daily. Some patients may require and will tolerate 3 or more tablets daily. Maintenance dose will range from ½ to 3 tablets (0.5 to 3 mg.) daily.

In patients taking other antihypertensive medication: Add 1 to 2 Singoserp tablets (1 to 2 mg.) daily. Dosage of other agents should be revised downward to a level affording maximal control of blood pressure and minimal side effects.

Singoserp®

(syrosingopline CIBA)



2/2000111



a major improvement in rauwolfia

a major advance in antihypertensive therapy

Why G.I. patients abandon therapy

Bandes¹ reports that G.I. patients often abandon therapy because of the unpleasant side effects of the prescribed drugs—blurred vision, dry mouth and loginess.

In a clinical trial of such patients who had abandoned other therapy, 90% had gratifying relief of symptoms, and 85% were free of *any* side effects on

Milpath[®]

[®]Miltown + anticholinergic

Direct antispasmodic action, plus control of anxiety and tension, provide rapid, safe relief of pain, spasm and anxiety—without the side effects of belladonna, bromides or barbiturates.

FORMULA: Each scored tablet contains:
meprobamate 400 mg., tridihexethyl chloride 25 mg.
(formerly supplied as the iodide).

DOSAGE: 1 tablet t.i.d., with meals, and two at bedtime.

1. Bandes, J.: Combined Drug Therapy in Gastrointestinal Disturbances; Increased benefit through diminished side reactions, *Am. J. Gastroenterology*, 30:600, Dec. 1958.



WALLACE LABORATORIES New Brunswick, N. J.

Viterra Tastitabs: 1 tablet daily, or as directed by the physician. Viterra Tastitabs may be dissolved in the mouth, chewed or swallowed whole, and may also be crushed and mixed with liquids. Each tablet contains vitamin and mineral elements in the following proportions of minimum daily requirements:

	Infants	Adults
Vitamin A	333%	125%
Vitamin D	250%	250%
Vitamin B ₁	400%	100%
Vitamin C	500%	167%
Vitamin B ₂	400%	100%
Iron	13.3%	10%
Iodine	50%	50%

The minimum daily requirements of Niacinamide, Vitamin B₁₂, Pyridoxine, Copper, Magnesium and Potassium have not yet been determined. The need for Calcium Pantothenate, Cobalt, Manganese, Molybdenum and Zinc in human nutrition has not been established. Literature available on request.

Viterra—each capsule contains:

Vitamin A (Palmitate)	5,000 U.S.P. Units
Vitamin D (Irradiated Ergosterol)	500 U.S.P. Units
Thiamine Mononitrate	3 mg.
Riboflavin	3 mg.
Nicotinamide	25 mg.
Pyridoxine Hydrochloride	0.5 mg.
Calcium Pantothenate	5 mg.
Vitamin B ₁₂	1 mcg.
Ascorbic Acid	50 mg.
Vitamin E (from Mixed Tocopherols Concentrate)	3.7 Int'l Units
Calcium (from Dicalcium Phosphate)	38.8 mg.
Phosphorus (from Dicalcium Phosphate)	30.1 mg.
Iron (from Ferrous Sulfate)	10 mg.
Cobalt (from Cobalt Sulfate)	0.1 mg.
Copper (from Copper Sulfate)	1 mg.
Iodine (from Potassium Iodide)	0.15 mg.
Magnesium (from Magnesium Sulfate)	6 mg.
Manganese (from Manganese Sulfate)	1 mg.
Molybdenum (from Sodium Molybdate)	0.2 mg.
Potassium (from Potassium Sulfate)	5 mg.
Zinc (from Zinc Sulfate)	1.2 mg.

Viterra Therapeutic — each capsule contains:

Vitamin A (Palmitate)	25,000 U.S.P. Units
Vitamin D (Irradiated Ergosterol)	1,000 U.S.P. Units
Vitamin B ₁ (Thiamine Mononitrate)	10 mg.
Vitamin B ₂ (Riboflavin)	5 mg.
Vitamin B ₆ (Pyridoxine Hydrochloride)	0.5 mg.
Vitamin B ₁₂	5 mcg.
Niacinamide U.S.P.	100 mg.
Vitamin C (Ascorbic Acid)	150 mg.
Calcium Pantothenate	1.5 mg.
Calcium (from Dicalcium Phosphate)	103.7 mg.
Cobalt (from Cobaltous Sulfate)	0.1 mg.
Copper (from Cupric Sulfate)	1.0 mg.
Iodine (from Potassium Iodide)	0.15 mg.
Iron (from Ferrous Sulfate)	10.0 mg.
Magnesium (from Magnesium Sulfate)	6.0 mg.
Manganese (from Manganese Sulfate)	1.0 mg.
Molybdenum (from Sodium Molybdate)	0.2 mg.
Phosphorus (from Dicalcium Phosphate)	80.0 mg.
Potassium (from Potassium Sulfate)	5.0 mg.
Zinc (from Zinc Sulfate)	1.2 mg.

3

make ready

That's the patient with the right form of VITERRA on his regimen! This comprehensive vitamin-mineral formula is ideal in frank nutritional deficiency states (VITERRA Therapeutic) or in daily supplementation (VITERRA Capsules, VITERRA Tastitabs® and VITERRA Pediatric).

VITERRA Therapeutic: when high potentials are indicated.

VITERRA Capsules: 10 vitamins, 11 minerals for balanced daily supplementation. Now in a soft, soluble capsule this small for added patient convenience.

VITERRA Tastitabs: VITERRA the way children like it best. Chew it, swallow it, let it melt in the mouth. Dissolve it in liquids, or add it to the formula.

Or prescribe convenient, delicious **VITERRA Pediatric** in the unique new Metered-Flow bottle.

Dosage: usually one capsule or Tastitab daily.

Supplied: CAPSULES: in 30's and 100's.

TASTITABS: bottles of 100.

VITERRA PEDIATRIC: 50 cc. bottles.

ready to recover
ready to rebuild
ready to resist

VITERRA



New York 17, N. Y.
Division, Chas. Pfizer & Co., Inc.
Science for the World's Well-Being

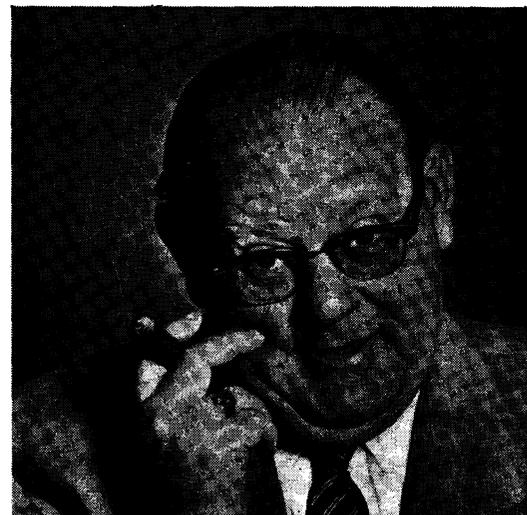
Overeating was Mrs. Hyde's substitute for the family life she used to have. The morning coffee klatsch carried her 'til the afternoon bridge game, when she nibbled on snacks until dinner. Now an Ambar #1 Extentab each morning controls her nibbling, while the temptations of social eating are overcome with a timely supplementary **Ambar Tablet**, 3.33 mg. methamphetamine hydrochloride and 1/3 gr. phenobarbital.



Overweight Mrs. Geller rebelled at the monotony of housekeeping chores and the antics of her school-age children added tension to boredom. Eating became an outlet for her emotions. A daily **Ambar #1 Extentab**,[®] an artful balance of 10 mg. methamphetamine hydrochloride and 1 gr. phenobarbital, not only curbed her appetite, but by aiding in a renewal of creative interests, tempered her reactions to minor irritations.



Obesity and Mrs. Adams seem inseparable. She has tried all the current diet fads her friends, relatives, and the newspapers tell her to try, and she says they don't work. She knows how unrelenting are the frustrations that drive her to overeating. She can use the more potent dose of the 15 mg. methamphetamine hydrochloride with 1 gr. phenobarbital in **Ambar #2 Extentabs**.[®]



Successful Mr. Holt runs a fine business and eats lunches and dinners in the best restaurants. He attacks his food with the same determination that made him a business success. Because eating is his outlet for the minor anxieties and frustrations of an active life, he has eaten his way into a health problem. An **Ambar** regimen will help control his appetite and at the same time lift his mood.

AMBAR[™] (methamphetamine and phenobarbital)

A.H. Robins Co., Inc. Richmond 20, Virginia



NEW AND EXCLUSIVE... the only 5-action, one-tablet treatment... for comprehensive control of your asthma patients, prescribe

Trademark

BRONKOTABS

THESE DISTURBING PHENOMENA

1. Bronchospasm
2. Local bronchial edema
3. Allergic complications
4. Tenacious mucus
5. Anxiety-tension

APPROPRIATELY CONTROLLED

BY A ONE TABLET FORMULA:

- Bronchodilator ← Ephedrine sulfate, 24 mg.
- Diuretic ← Theophylline, 100 mg.
- Antihistaminic ← Thenyldiamine HCl, 10 mg.
- Expectorant ← Glyceril gualacolate, 100 mg.
- Sedative ← Phenobarbital, 8 mg.

CLINICALLY PROVEN—good to excellent results in 91% of 593 patients.¹

WELL TOLERATED—side effects in these studies mild and temporary—incidence only 4.7%.¹

INDICATIONS—For prevention or relief of the symptoms of allergic asthma, asthmatic bronchitis, chronic bronchitis with emphysema, emphysematous bronchospasm. Also for the relief of bronchial asthma associated with hay fever, allergic rhinitis and nonseasonal upper respiratory allergies.

DOSAGE—Adults: one tablet every 3 or 4 hours, four to five times daily. Children over six: one half the adult dosage. Available at all pharmacies.

FOR PROMPT EMERGENCY RELIEF

BRONKEPHRINE[®] hydrochloride

(ethylnorepinephrine-Breon—10 cc. vials 2 mg./cc.)

"... far more than a substitute for epinephrine..."²



GEORGE A. BREON & CO., NEW YORK 18, NEW YORK

1. Personal communication. 2. Foland, J. P.: Postgrad. Med. 18:397 (Nov.) 1955.

Thenyldiamine is the registered trademark for Winthrop Laboratories' Thenfadil.

**HEMORRHOID
PRONE...**

Constantly on her feet

PNS[®] SUPPOSITORIES

OFFER DAY-TO-DAY COMFORT

Evaluating PNS suppositories in 151 patients with hemorrhoids and other benign proctologic disorders, Kety¹ found that...

"... patients were relieved of pain, discomfort and other symptoms, often for long periods of time, and in most instances they were able to continue their usual occupations while under treatment. This, it should be emphasized again, is one of the very real advantages of this method."¹

the comprehensive formula of PNS suppositories provides:

RELIEF OF PAIN

Pontocaine[®] hydrochloride (10 mg.)
— long acting, nonirritating anesthetic

REDUCTION OF ENGORGEMENT

Neo-Syneprine[®] hydrochloride (5 mg.)
— reliable decongestant

PROTECTION AGAINST INFECTION

Sulfamylon[®] hydrochloride (200 mg.)
— potent anti-infective, active against wide range of organisms

Average dose: 1 suppository rectally after each bowel movement and on retiring.

Supplied: Boxes of 12.

Winthrop LABORATORIES, NEW YORK 18, N. Y.

1. Kety, S. S.: A medical regimen for benign rectal disorders, *GP* 10:75, Nov., 1954.

PNS, Pontocaine (brand of tetracaine), Neo-Syneprine (brand of phenylephrine) and Sulfamylon (brand of mafenide), trademarks reg. U.S. Pat. Off.

AN
AMES
CLINIQUICK^{TM.}
CLINICAL BRIEFS
FOR MODERN PRACTICE

How can the problem of "postcholecystectomy syndrome" be reduced?

A "routine" operative cholangiogram is now recommended in addition to thorough surgical exploration, reducing the number of cholecystectomized patients later presenting the same symptoms as before the operation.

Source: Vazquez, S. G.: J. Internat. Coll. Surgeons 28:394, 1957.

*for pre- and postoperative
management of biliary
tract disorders...* **DECHOLIN[®]** "therapeutic bile"

Hydrocholeresis with DECHOLIN combats bile stasis by flushing the biliary tract with dilute, natural bile...

- corrects excessive bile concentration
- helps to thin gallbladder contents
- benefits patients with chronic cholecystitis, noncalculous cholangitis, and biliary dyskinesia

in functional G.I. distress... **DECHOLIN[®]**
with **BELLADONNA**

- reliable spasmolysis
- improved liver function

available: DECHOLIN Tablets: (dehydrocholic acid, AMES) 3¾ gr. (250 mg.). Bottles of 100, 500 and 1,000; drums of 5,000.

DECHOLIN with Belladonna Tablets: (dehydrocholic acid, AMES) 3¾ gr. (250 mg.) and extract of belladonna ½ gr. (10 mg.). Bottles of 100 and 500.

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antibiotic control
under
physician control

A SINGLE ANTIBIOTIC... permitting flexible, controlled dosage as needed... free from restrictions of fixed combinations... for optimum tetracycline levels... unsurpassed effectiveness covering at least 90 per cent* of antibiotic-susceptible infections seen in general practice.

Supplied: Capsules of 250 mg. with 250 mg. citric acid and 100 mg. with 100 mg. citric acid.

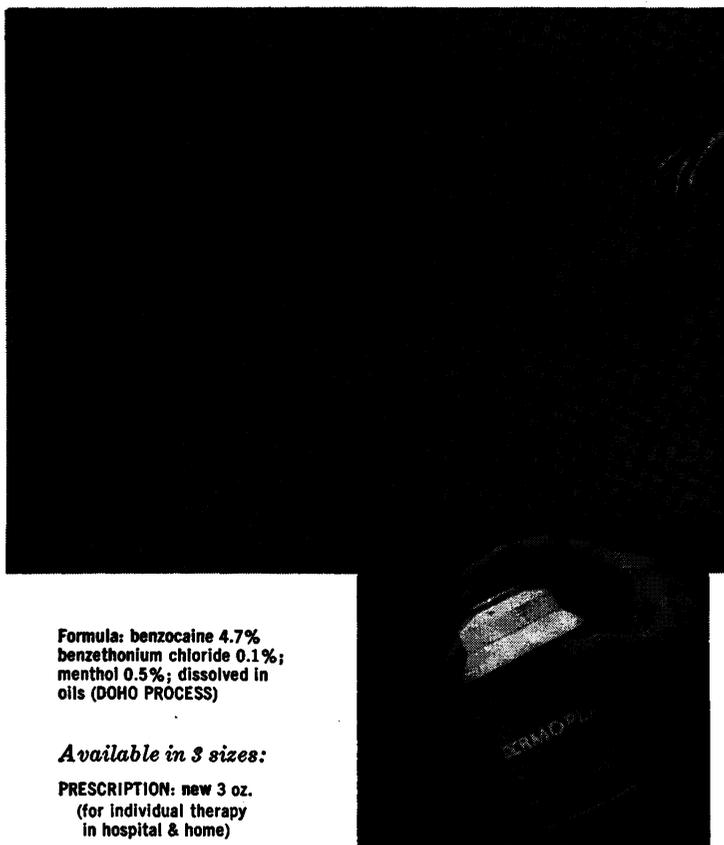
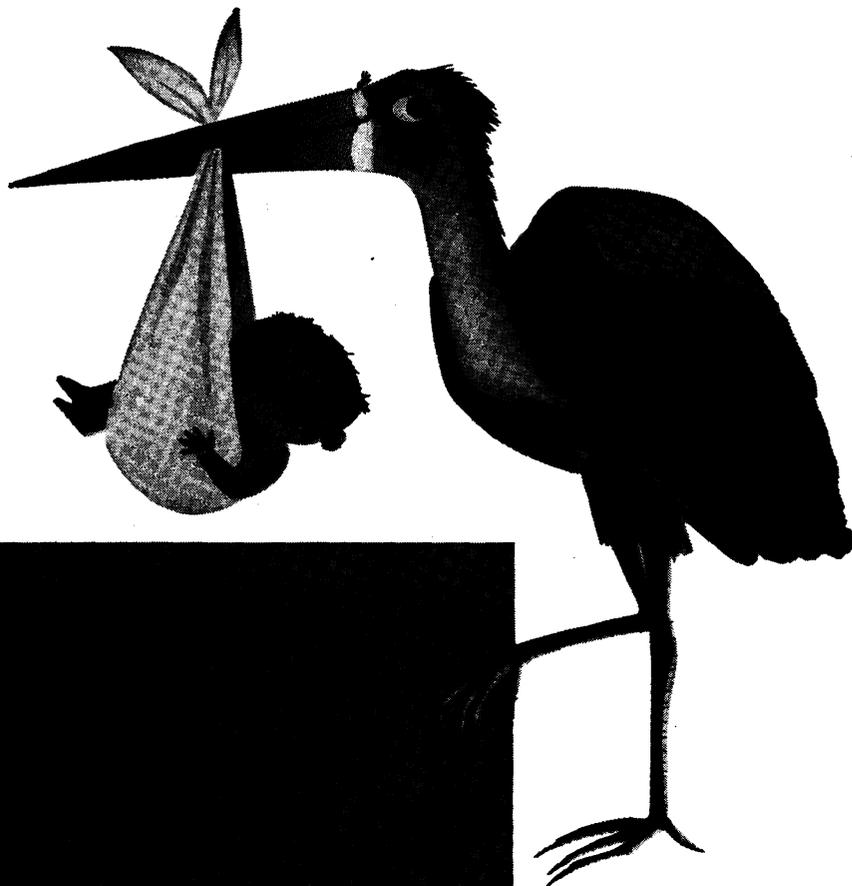
Achromycin[®] V Capsules

Tetracycline with Citric Acid Lederle

*Based on a twelve-month National Physicians Survey.

LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York





Formula: benzocaine 4.7%
benzethonium chloride 0.1%;
menthol 0.5%; dissolved in
oils (DOHO PROCESS)

Available in 3 sizes:

PRESCRIPTION: new 3 oz.
(for individual therapy
in hospital & home)

HOSPITAL: 12 oz. economy
JUNIOR: 6 oz.

Other indications responding
to DERMOPLAST's quick,
therapeutic pain relief:

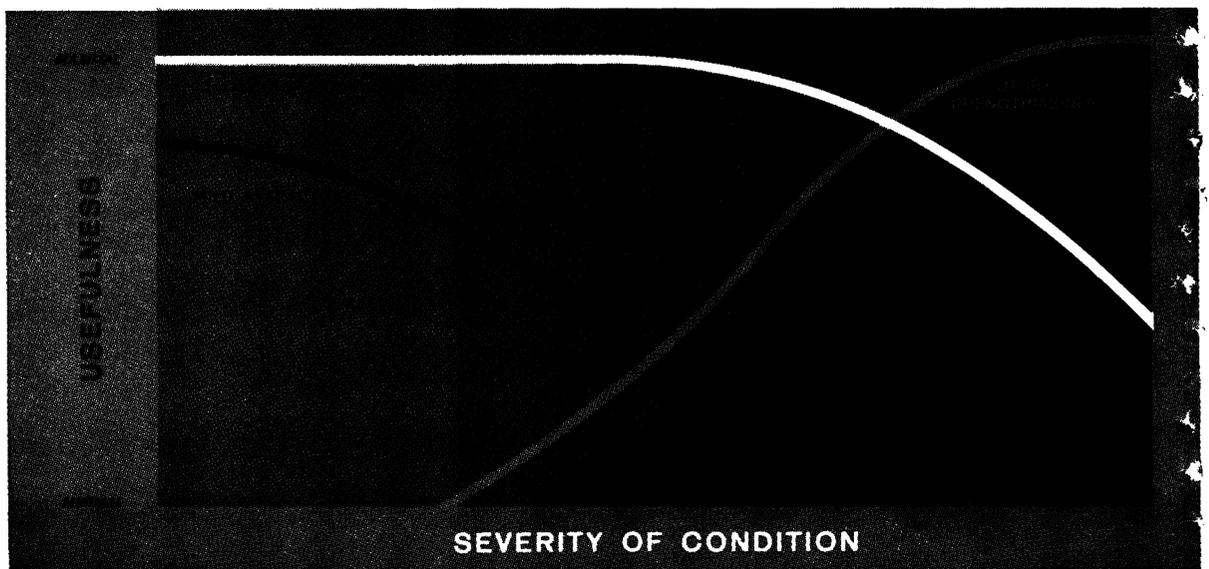
perineal suturing
hemorrhoids
pruritus vulvae
wounds
burns
abrasions
sunburn

Supporting clinical data on request

MALLON DIVISION OF **DOHO**
100 VARICK ST., NEW YORK 13, N. Y.

new... highly effective tranquilizer

Comparison of TENTONE usefulness



... for extended office practice use



Methoxypromazine Maleate

LEDERLE

NEW PHENOTHIAZINE COMPOUND FOR THE LOWER AND MIDDLE RANGE OF DISORDERS

Positive, rapid calming effect in mild and moderate cases. Striking freedom from organic toxicity, intolerance, or sensitivity reaction—particularly at low dosage. Greater freedom from induced depression or drug habituation. May be useful, as with other tranquilizers, to potentiate action of analgesics, sedatives, narcotics. Facilitates management of surgical, obstetric, and other hospitalized patients. Indicated when more than a mild sedative effect is desired, and less than psychosis is involved. Dosage range: *In mild to moderate cases:* from 50 to 100 mg. daily. *In moderate to severe cases:* from 75 to 500 mg. daily.

LEDERLE LABORATORIES, a Division of AMERICAN
CYANAMID COMPANY, Pearl River, New York

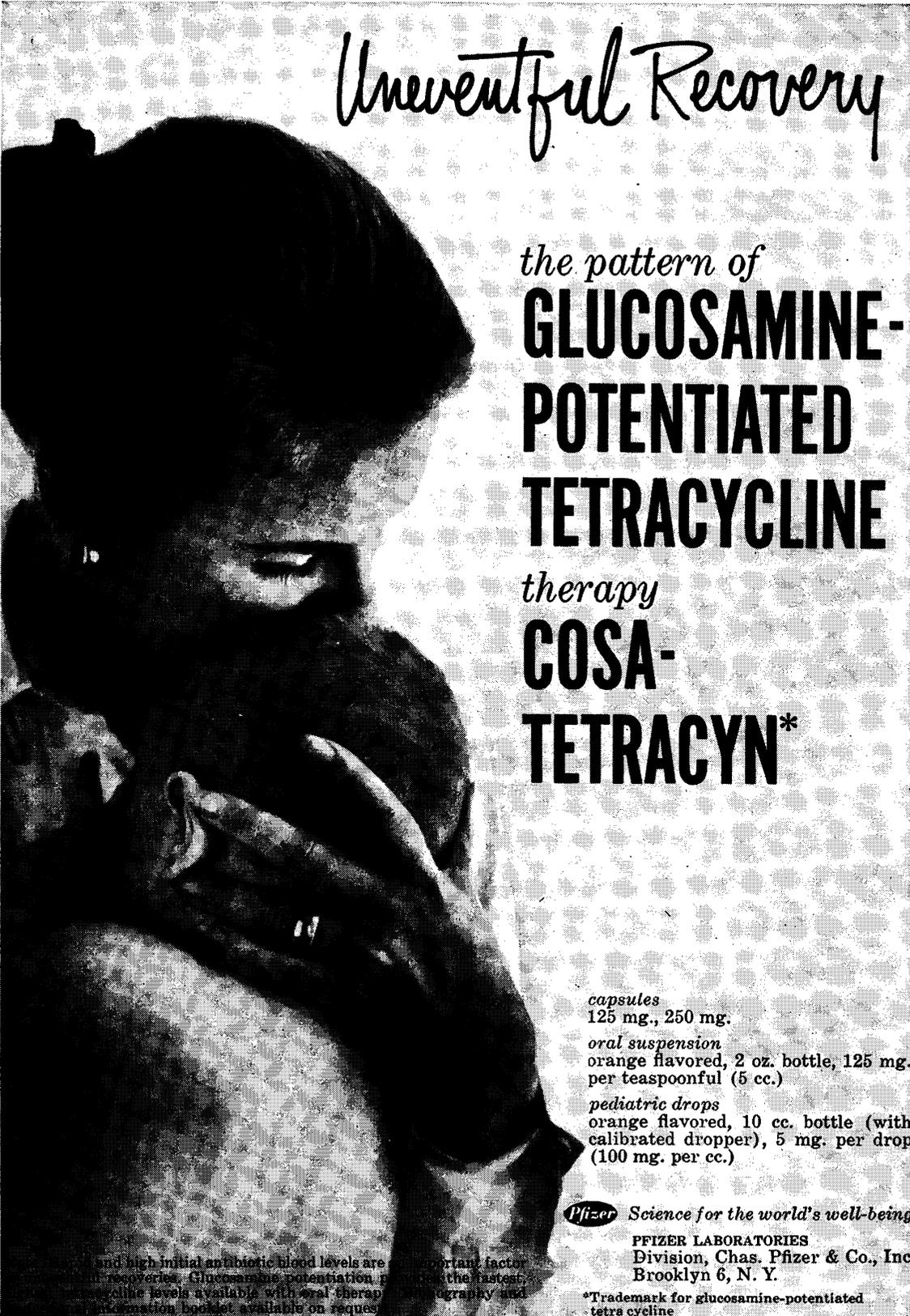


Supplied

10 mg. tablets

25 mg. tablets

50 mg. tablets



Uneventful Recovery

the pattern of
**GLUCOSAMINE-
POTENTIATED
TETRACYCLINE**

therapy
**COSA-
TETRACYN***

capsules
125 mg., 250 mg.

oral suspension
orange flavored, 2 oz. bottle, 125 mg.
per teaspoonful (5 cc.)

pediatric drops
orange flavored, 10 cc. bottle (with
calibrated dropper), 5 mg. per drop
(100 mg. per cc.)

Pfizer Science for the world's well-being

PFIZER LABORATORIES
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*Trademark for glucosamine-potentiated
tetracycline



Majestically simple in design, the Golden Gate Bridge is the longest single span suspension bridge in the world

THINGS THAT ENDURE

Good things endure... a work of art, a literary classic, a proud bridge... a dependable pharmaceutical. Such is **Desitin Ointment**. For over 35 years Desitin Ointment has endured as an incomparable, safe way to prevent and clear up diaper rash... and as a soothing, healing application in wounds, burns, external ulcers and other skin injuries.

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DESITIN CHEMICAL COMPANY

Desitin Ointment contains Norwegian cod liver oil, zinc oxide, talcum, petrolatum, and lanolin.



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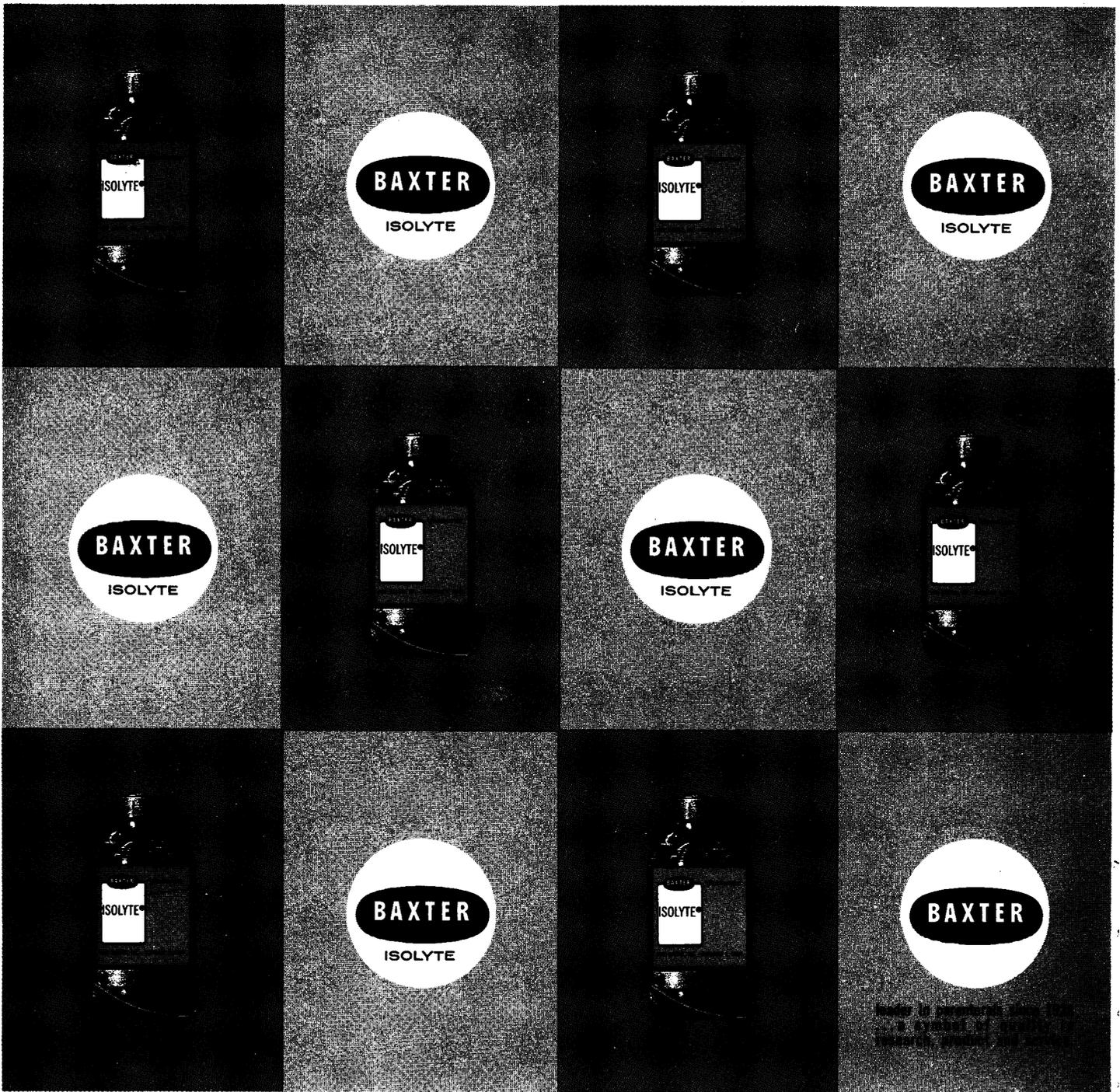
SIGMOL[®]

NON IRRITATING EXPENDABLE

ENEMA

This modern enema is non-irritating and safe. Its longer rectal tip makes administration easy. Sigmol enemas also save expensive preparation and clean-up time. Each 120cc. enema contains Sorbitol Solution N.F. 45 Gm., Dicyclo Potassium Sulfoacetate 0.12 Gm.

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for more effective electrolyte therapy

ISOLYTE[®], the balanced electrolyte solution, proven...widely used...convenient for routine use.

ISOLYTE — a product of Baxter...pioneer in completely integrated parenteral systems. prescribe **ISOLYTE**

ISOLYTE contains in each 100 cc:
Sodium Acetate N.F. 0.64 Gm.*;
Sodium Chloride U.S.P. 0.50 Gm.;
Potassium Chloride U.S.P. 0.075
Gm.; Sodium Citrate U.S.P. 0.075
Gm.*; Calcium Chloride U.S.P.
0.035 Gm.; Magnesium Chloride
Hexahydrate 0.031 Gm.

*Bicarbonate precursors.

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There is a difference

Prompt relief of pain while controlling inflammation

Neuritis, Neuralgia,
Herpes Zoster, Bursitis,
Rheumatoid Arthritis



Rheumatoid arthritis
—generalized.

After treatment. Complete
subsidence of arthritic and
neuromuscular symptoms.

WILCORT promptly relieves pain,
spasm and discomfort accompanying
arthritis, neuritis and other skeletal
neuromuscular disorders while
exerting anti-inflammatory,
antineuritic actions.

WILCORT combines the
anti-inflammatory action of ACTH with
the dependable anabolic effects of
vitamin B₁₂. It, therefore, relieves
the neuritic pain, regardless of the
etiology, improves the appetite,
the patient feels stronger, has more
energy, and the muscle and
arthritic pains become less severe.¹

WILCORT

Each cc. contains: 40 U.S.P. units corticotropin, 1000 mcg. vitamin B₁₂ in gelatin menstroom to prolong therapeutic activity.
Supplied: In 5 cc. multiple dose vials for intramuscular or subcutaneous injection.

¹ Natenshon, A. L. - Wisconsin Med. J. 53: 223, 1954.



THE WILSON LABORATORIES, Pharmaceutical Division of Wilson & Co., Inc., 4221 S. Western Boulevard, Chicago 9, Illinois



Don't forget, Doctor —
"to take some of your own medicine!"

On vacation — at the beach — on the golf course — or gardening in your own back yard, sunburn, insect bites, cuts and abrasions are all part of the summer picture.

A handy tube of Xylocaine Ointment means prompt relief of pain, itching and burning for your patients. After you've seen to your patients' comfort, remember that tube of Xylocaine Ointment for yourself.

Just write "Xylocaine Ointment" on your Rx blank or letter-head, and we will send a supply for you and your family.



Astra Pharmaceutical Products, Inc., Worcester 6, Mass., U.S.A.

XYLOCAINE® OINTMENT

(brand of lidocaine*)

2.5% & 5%

SURFACE ANESTHETIC

*U.S. Pat. No. 2,441,498 Made in U.S.A.





relief
from
the acute pain
of
trauma



DARVON® COMPOUND potent • safe • well tolerated

As reported in a consolidation of clinical studies by more than one hundred investigators, Darvon® (dextro propoxyphene hydrochloride, Lilly), alone or in combination, was given to 1,075 orthopedic patients. Included were patients with disease entities involving the joints, skeletal musculature, and tendons. In 85.5 percent, the analgesic was effective; 14.5 percent of the patients did not respond.

Usual dosage: 1 or 2 Pulvules® three or four times daily.

Each Pulvule provides:

Darvon	32 mg. (approx. 1/2 gr.)
Acetophenetidin	162 mg. (2 1/2 grs.)
A.S.A.* (acetylsalicylic acid, Lilly)	227 mg. (3 1/2 grs.)
Caffeine	32.4 mg. (1/2 gr.)

Also available: Darvon, in 32 and 65-mg. Pulvules.

Usual dosage: 32 mg. (approximately 1/2 grain) every four hours or 65 mg. (1 grain) every six hours.

Darvon® Compound (dextro propoxyphene and acetylsalicylic acid compound, Lilly)

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920265

NINTH ANNUAL REGIONAL POSTGRADUATE INSTITUTE SACRAMENTO VALLEY COUNTIES

Presented by Committee on Postgraduate Activities of the California Medical Association, in cooperation with the Sacramento Valley County Medical Societies and University of Southern California School of Medicine, Phil R. Manning, M.D., Assistant Professor of Medicine; Associate Dean Postgraduate Division.

Tahoe Tavern, Lake Tahoe
JUNE 25 AND 26, 1959

PROGRAM

LECTURES—THURSDAY, JUNE 25

9:00 a.m.—The Third Compartment—Clarence J. Berne, M.D.

"... but if the water come to him and drown him, he drowns not himself."

10:00 a.m.—Glaucoma in General Practice with Display Techniques—Introduction by John Berg, M.D., Richard L. Kasper, M.D.

"... He that is stricken blind cannot forget the precious treasure of his eyesight lost."

11:00 a.m.—Advances in the Office Diagnosis of Diseases of the Ear—Alden H. Miller, M.D.

"... Vexing the dull ear of a drowsy man."

12:00 to 2:00 p.m.—Lunch.

2:00 p.m.—Drugs and the Patient's Pocketbook—Phil R. Manning, M.D., Donald W. Petit, M.D.

"... Rob me the exchequer."

3:00 p.m.—Commonly Overtreated Pediatric Variations—William H. Bucher, M.D.

"... Nature hath framed strange fellows in her time."

8:00 p.m.—Dinner, Professional Entertainment and Informal Dancing to follow.

CONCURRENT SEMINARS—THURSDAY, JUNE 25

Panel 1—GREEN ROOM

10:00 a.m.—Seminar on Liver Disease.

"... And let my liver rather heat—than—cool with mortifying groans."

11:00 a.m.—Seminar on Liver Disease (continued).

2:00 p.m.—Problems in X-ray Diagnosis and Therapy.

"... Diseases desperate grown by desperate appliances are relieved, or not at all."

3:00 p.m.—Problems in X-ray Diagnosis and Therapy (continued).

Panel 2—LOBBY LOUNGE

10:00 a.m.—Geriatric Gynecology.

"... And that which should accompany old age."

11:00 a.m.—Foot Problems.

"... A mender of bad soles . . . a surgeon to old shoes."

2:00 p.m.—Cerebral Vascular Diseases.

"... The time have been that, when the brains were out, the man would die, and there an end; but now they rise again."

3:00 p.m.—Medical CPC.

"... Death's a great disguiser."

LECTURES—FRIDAY, JUNE 26

9:00 a.m.—Determination of Self-Sealing Ruptured Peptic Ulcer—Clarence J. Berne, M.D.

"... It will but skin and film the ulcerous place, whiles rank corruption, mining all within infects unseen."

10:00 a.m.—Low Back Pain—Lorin L. Stephens, M.D.

"... Thou cold sciatica, cripple our senators that their limbs may halt as lamely as their manners."

11:00 a.m.—Current Management of Disorders of Nose and Throat—Alden H. Miller, M.D.

"... Many can brook the weather that love not the wind."

12:00 to 2:00 p.m.—Lunch.

2:00 p.m.—Variations and Clinical Uses of the Adrenal Steroids—Phil R. Manning, M.D., Donald W. Petit, M.D.

"... Find out the cause of this effect, or rather say, the cause of this defect. For this effect defective comes the cause."

3:00 p.m.—Developments in the Management of Epilepsy—Karl O. Von Hagen, M.D., William H. Bucher, M.D.

"... Sits as one new—risen from a dream."

CONCURRENT SEMINARS—FRIDAY, JUNE 26

Panel 2—LOBBY LOUNGE

Panel 1—GREEN ROOM

10:00 a.m.—Seminar on the Management of the Patient with Coronary Artery Disease.

"... Now cracks a noble heart."

11:00 a.m.—Seminar on the Management of the Patient with Coronary Artery Disease (continued).

2:00 p.m.—Diagnostic X-ray Conferences.

"... We will draw the curtain and show you the picture."

3:00 p.m.—Diagnostic X-ray Conferences (continued).

10:00 a.m.—Toxemia of Pregnancy.

"... Great with child and longing for stewed prunes."

11:00 a.m.—Office Ophthalmology with Emphasis on Rx of Emergencies and Industrial Injuries.

"... It adds a precious seeing to the eye."

2:00 p.m.—Painful Syndrome of the Neck and Upper Extremities.

"... Cursed be he that moves my bones."

3:00 p.m.—Surgical CPC.

"... With the help of a surgeon, he might yet recover."

HOST: Sacramento Society for Medical Improvement . . . **REGIONAL CHAIRMAN:** Robert H. Quillinan, M.D., 616 Alhambra Boulevard, Sacramento, Calif. . . . **Institute Fee:** \$25.00. For additional information, contact Post-graduate Activities office, California Medical Association, 2975 Wilshire Boulevard, Los Angeles 5. **All California Medical Association members and their families are cordially invited to attend.**

For Your Patients—A number of specialists have asked that a slight copy change be made in Message No. 1. This has been done and now Message No. 1A is available as well as Message No. 1.

A Personal Message to YOU:

I consider it both a privilege and a matter of duty to be available in case of an emergency. However, you can understand that there are times when I may not be on call. I might be at a medical meeting outside the city, on a bit of a vacation—or even ill.

Consequently, I thought it would be a good precaution if—on this gummed paper which you can paste in your telephone book or in your medicine cabinet—I listed numbers where I can be reached at all times. Also, the number of a capable associate as an added service. Here they are:

OFFICE	HOME	MY DOCTOR
OFFICE	HOME	ASSOCIATE DOCTOR



Sincerely,

_____, M.D.

MESSAGE NO. 1A. Attractive, postcard-size leaflets printed on gummed paper, you to fill in telephone numbers and your signature. Available in any quantity, at no charge, as another service to CMA members. Please order by Message Number from CMA, PR Department, 450 Sutter, San Francisco.

of Los Angeles County, and all armed forces medical personnel admitted without fee. Tuition for all other physicians \$30.00. (Each session all-inclusive.)

Basic Home Course in Electrocardiography. One year postgraduate series, electrocardiogram interpretation by mail. Physicians may register at any time and receive all 52 issues. Fifty-two weeks. Fee: \$100.00.

Advance Home Course in Electrocardiography. One year postgraduate series, electrocardiogram interpretation by mail. Fifty-two issues: \$85.00. Physicians may register at any time.

SPECIAL ANNOUNCEMENT: Last summer a postgraduate refresher course held in Hawaii was so successful that the USC School of Medicine will offer another refresher course in Hawaii and on board the S.S. *Lurline* from July 29 to August 14. (As a time and money saver, round trip air travel is also possible July 29 to August 10.)

Dermatology and Syphilology Course. Full time, September 15 through August 15. Fee: \$1000.00.

Electrocardiography, Three-Day Symposium. September 18 through 20. Twenty-one hours. Fee: \$65.00.

Intensive Review of Internal Medicine. Monday through Friday, September 21 through October 2. 9 to 12:30 a.m. Forty hours. Fee: \$65.00.

Bedside Clinics. Thursdays, October 8 through January 14. 7:30 to 9:30 p.m. Twenty-four hours. Fee: \$65.00.

Laboratory Methods. One-Day Symposium, Friday, October 9. Seven hours. Fee: \$25.00.

Alumni Homecoming Course. Recent Advances in Medicine. Thursday and Friday, November 5 and 6. Sixteen hours. Fee: \$50.00.

Progress in Gastroenterology. Friday through Sunday, January 15 through 17. Twenty-one hours. Fee: \$65.00.

Bedside Cardiology. Thursdays, February 4 through April 21. Fee: \$65.00.†

Dermatology Clinic, One-Day Symposium. Thursday, March 24.§

Funduscopy in Internal Medicine. Every other Tuesday, April 5 through May 31. Five 2-hour sessions.*

Ward Walks in Rare Diseases. Thursdays, April 14 through June 16.§

Contact: Phil R. Manning, M.D., Associate Dean and Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

COLLEGE OF MEDICAL EVANGELISTS

Each Six Months. Anesthesiology (6 months, full-time). Vacancy occurs each six months. Limited to 2 students. Tuition: \$350.00.

Diseases and Injuries of Bones and Joints. June 29 through July 24. Four weeks full time. Tuition: \$100.

1960 Alumni Postgraduate Convention. Refresher Courses, March 13 and 14 at White Memorial Hospital, 1720 Brooklyn Avenue; Scientific Assembly, March 15, 16 and 17 at Biltmore Hotel. *Contact:* Walter Craw-

* Fees to be announced.

† Hours to be announced.

§ Fees and hours to be announced.

ford, Executive Secretary, 316 N. Bailey Street, Los Angeles 33, ANgelus 2-2173.

For information contact: G. E. Norwood, M.D., assistant dean and chairman, Division of Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-7241, Ext. 214.

AUDIO-DIGEST FOUNDATION, a nonprofit subsidiary of the C.M.A., offers (on a subscription basis) a series of six different hour-long tape recordings covering general practice, surgery, internal medicine, obstetrics and gynecology, pediatrics and anesthesiology. Designed to keep physicians posted on what is new and important in their respective fields, these programs survey current national and international literature of interest and contain selected highlights of on-the-spot recordings of national scientific meetings, panel discussions, symposia, and individual lectures. For information contact Mr. Claron L. Oakley, Editor, 1919 Wilshire Blvd., Los Angeles 57, HUbbard 3-3451.

Medical Dates Bulletin

SUMMER AND FALL MEETINGS

CALIFORNIA MEDICAL ASSOCIATION in cooperation with University of Southern California School of Medicine and Sacramento Valley County Medical Societies Postgraduate Institute. June 25 and 26. Lake Tahoe, Tahoe Tavern. Chairman: Robert H. Quillinan, M.D., 616 Alhambra Blvd., Sacramento. *Contact:* Chairman or C.M.A. office, 2975 Wilshire Blvd., Los Angeles 5, DUUnkirk 5-2341.

NEVADA STATE MEDICAL ASSOCIATION, Annual Session, jointly with Reno Surgical Society, August 19 through 22, Mapes Hotel, Reno. *Contact:* Nelson B. Neff, executive secretary, P. O. Box 188, Reno.

SAINT JOHN'S HOSPITAL Postgraduate Assembly, September 10 through 12, Saint John's Hospital, Santa Monica. *Contact:* John C. Eagan, M.D., director, Postgraduate Assembly, 1328 22nd Street, Santa Monica.

WASHINGTON STATE MEDICAL ASSOCIATION Annual Meeting, September 13 through 16, Olympic Hotel, Seattle, Washington. *Contact:* Ralph W. Neill, executive secretary, 1309 Seventh Avenue, Seattle, Washington.

AMERICAN COLLEGE OF GASTROENTEROLOGY. September 19 through 26. Biltmore Hotel, Los Angeles. *Contact:* Mr. Daniel Weiss, executive director, 33 W. 60th St., New York 23, New York.

SANTA BARBARA COUNTY HEART ASSOCIATION Symposium on Cardiovascular Disease. Saturday, September 19. 9:00 a.m. to 5:00 p.m. Biltmore Hotel, Santa Barbara. *Contact:* Mrs. Katherine McCloskey, executive director, 18 La Arcada Court, Santa Barbara.

OREGON STATE MEDICAL SOCIETY Annual Meeting, September 23 through 25, Medford, Oregon. *Contact:* Mr. Roscoe K. Miller, executive secretary, 1115 S.W. Taylor St., Portland 5, Oregon.

PAN-PACIFIC SURGICAL ASSOCIATION 8th Intensive Surgical Congress, embracing all Surgical Specialties. September 28 through October 5. Honolulu, Hawaii. *Contact:* F. J. Pinkerton, M.D., director general, Suite 230, Alexander Young Building, Honolulu 13.

SAN FRANCISCO HEART ASSOCIATION 29th Annual Post-graduate Symposium on Heart Disease. September 30, October 1 and 2, 9 a.m. to 5 p.m. daily, St. Francis Hotel, San Francisco. *Contact:* Lawrence I. Kramer, Jr., executive director, 259 Geary Street, San Francisco 2. YUkon 2-5753.

WESTERN INDUSTRIAL MEDICAL ASSOCIATION, INC. 18th Annual Meeting, held in conjunction with Third Western Industrial Health Conference, all day October 2 and 3, Statler Hotel, Los Angeles. *Contact:* A. C. Remington, M.D., medical director, AiResearch Mfg. Co., 9851 Sepulveda Blvd., Los Angeles 45.

CALIFORNIA SOCIETY OF INTERNAL MEDICINE Annual Meeting, October 2 through 4, Miramar Hotel, Santa Barbara. *Contact:* Mrs. Mildred B. Coleman, executive secretary, or Clyde C. Greene, Jr., M.D., secretary-treasurer, 350 Post Street, San Francisco 8.

CALIFORNIA LEAGUE FOR NURSING Annual Meeting, October 8 through October 10, U. S. Grant Hotel, San Diego. *Contact:* Ruth I. Jorgensen, general director, Room 202, 465 Post St., San Francisco 2.

CALIFORNIA ACADEMY OF GENERAL PRACTICE 11th Annual Scientific Assembly, October 11 through 14, 9:00 a.m. to 5:00 p.m., Hotel Statler, Los Angeles. *Contact:* William W. Rogers, executive secretary, 461 Market Street, San Francisco.

AMERICAN ACADEMY FOR CEREBRAL PALSY Annual Meeting, November 30 through December 2, Statler Hotel, Los Angeles. *Contact:* Margaret H. Jones, M.D., local arrangements chairman, associate professor of pediatrics, UCLA School of Medicine, Los Angeles 24.

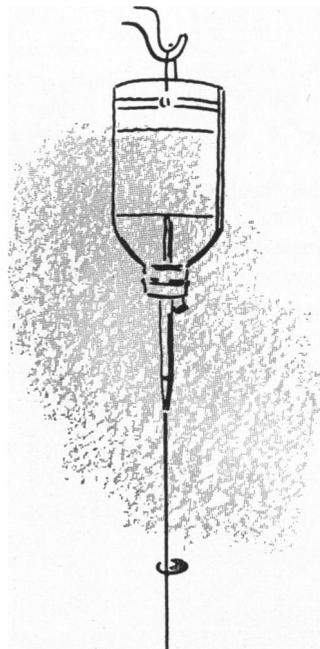
MEMORIAL HOSPITAL OF LONG BEACH Medical Staff 2nd Annual Scientific Symposium "New Horizons in Medicine," to be held in conjunction with the formal opening of the new 400-bed Memorial Hospital of Long Beach. December 2nd. *Contact:* George X. Trimble, M.D., director of medical education, Seaside Memorial Hospital, 1401 Chestnut Avenue, Long Beach 13.

1960 MEETINGS

RESEARCH STUDY CLUB of Los Angeles Midwinter Clinical Conference, third week of January, Ambassador Hotel, Los Angeles. *Contact:* Norman Jesberg, M.D., secretary, 500 S. Lucas Avenue, Los Angeles 17.

CALIFORNIA MEDICAL ASSOCIATION Annual Meeting, February 21 through 24, Ambassador Hotel, Los Angeles. *Contact:* John Hunton, executive secretary, 450 Sutter Street, San Francisco 8; or Ed Clancy, director of Public Relations, 2975 Wilshire Blvd., Los Angeles 5.

SOUTHWESTERN PEDIATRIC SOCIETY Spring Lecture Series, March 1 and 2, Statler Hotel, Los Angeles. *Contact:* Wendell Severy, M.D., program chairman, 11633 San Vicente Blvd., Los Angeles 49.





Underweight Children Gain and Retain Weight with Nilevar[®]

One of the most convincing evidences of the anabolic activity of Nilevar, brand of norethandrolone, has been its ability to improve appetite and increase weight in poorly nourished, underweight children.

A highly important feature of the weight gain thus produced is that it is not ordinarily manifested by deposition of fat but as muscle tissue resulting from the protein anabolism induced by Nilevar.

Anorexia and "Weight Lag" Study—Brown, Libo and Nussbaum have reported* consistent and definite increases in rate of weight gain in eighty-six patients, ranging in age from 7 weeks to 15½ years. This beneficial action of Nilevar was observed in the patients with organic and traumatic disorders as well as those whose only complaints were poor appetite and/or persistent failure to gain weight.

In this study, the weight gained was not lost

after discontinuance of Nilevar therapy although many patients did not continue the sharp gains effected by the drug.

The authors are of the opinion that Nilevar is a highly useful anabolic agent for influencing weight gain in underweight children.

When Nilevar is administered to children a dose of 0.25 mg. per pound of body weight is recommended and continuous dosage for more than three months is not recommended.

Nilevar is supplied as tablets of 10 mg., drops of 0.25 mg. per drop and ampuls of 25 mg. in 1 cc. of sesame oil. Further dosage information in Searle Reference Manual No. 4.

G. D. Searle & Co., Chicago 80, Illinois.
Research in the Service of Medicine.

*Brown, S. S., Libo, H. W., and Nussbaum, A. H.: Norethandrolone in the Successful Management of Anorexia and "Weight Lag" in Children, Scientific Exhibit presented at the Annual Meeting of the American Academy of Pediatrics, Chicago, Oct. 20-23, 1958.



GERALIN—the  one-capsule-daily comprehensive dietary supplement: for older patients at a savings they'll appreciate! vitamins... minerals... lipotropics... amino acids... bioflavonoids

One Geralin capsule contains: Vitamin A, 5,000 U.S.P. Units; Vitamin D, 500 U.S.P. Units; Thiamine Mononitrate, 5 mg.; Riboflavin, 2.5 mg.; Niacin, 15 mg.; Ascorbic Acid, 50 mg.; Pyridoxine HCl, .5 mg.; Calcium Pantothenate, 5 mg.; Folic Acid, .1 mg.; Vitamin E (from d-alpha Tocopheryl Acetate Conc.), 5 I.U.; Vitamin B₁₂, 2 mcg.; Intrinsic Factor Conc. (with Vitamin B₁₂), .1 Unit; Calcium (as CaHPO₄), 135 mg.; Phosphorus (as CaHPO₄), 105 mg.; Iron (as FeSO₄), 10 mg.; Cobalt (as CoSO₄), .05 mg.; Copper (as CuSO₄), .1 mg.; Zinc (as ZnSO₄), .1 mg.; Manganese (as MnSO₄), .1 mg.; Molybdenum (as Na₂MoO₄), .1 mg.; Magnesium (as MgSO₄), .25 mg.; Potassium (as K₂SO₄), 5 mg.; Iodine (as KI), .2 mg.; Fluorine (as NaF), .025 mg.; Choline Bitartrate, .50 mg.; Inositol, 12.5 mg.; Liver, whole, desic., 12.5 mg.; l-Glutamic Acid, 50 mg.; l-Lysine, 25 mg.; Citrus Bioflavonoids Complex, 25 mg.

Triva

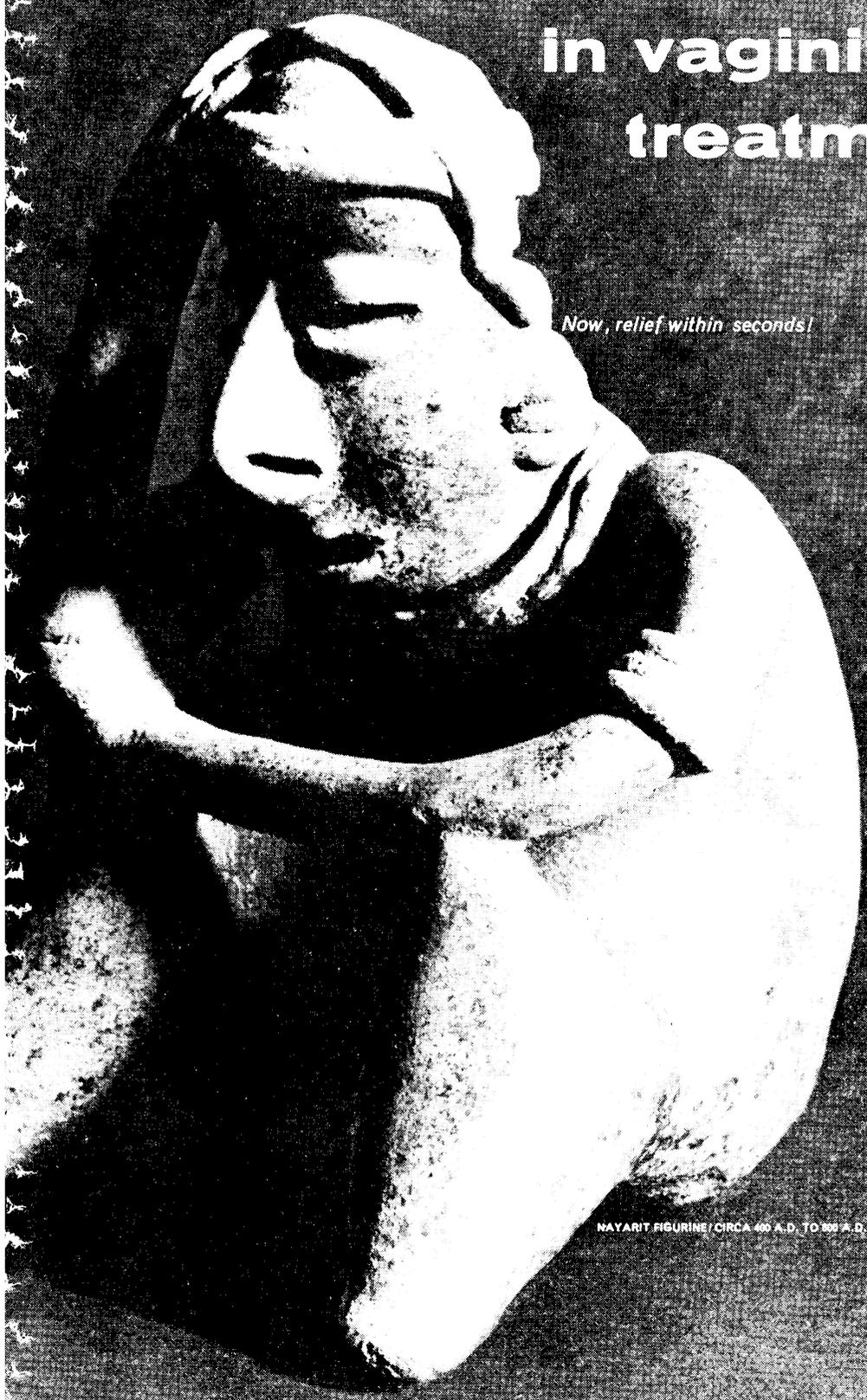
Triva's "Chelating Agent" Intensifies Organism Disintegration

Comparative newcomers to the field of therapeutics...are the Chelating Agents. Though effective in minute quantities and non-toxic, these agents combine with calcium, phosphorus and other metallic ions to form stable, extractable compounds. / Triva's Chelating Agent* attacks the metallic ions in the cell walls of vaginitis organisms...rendering them more susceptible to the germicidal activity of Triva's surface active agents. / Within seconds after her first douche, your vaginitis patient gets relief from intense itching, burning and other symptoms. Within 12 days, most cases of trichomonal and non-specific vaginitis are rendered organism-free (Monilia genus may require longer treatment). / Administration: Douche, b.i.d., for 12 days. *Supplied: Package of 24 individual 3 Gm. packets. Composition: 35% Alkyl Aryl sulfonate (wetting agent and detergent); 5% Di-sodium ethylene bis-iminodiacetate (chelating agent); 53% Sodium sulfate; 2% Oxyquinoline sulfate; 9.5% dispersant. / *Di-sodium ethylene bis-iminodiacetate.*

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**major
breakthrough
in vaginitis
treatment**

Now, relief within seconds!



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From the Spouting Horn of Koloa Beach to the breathtaking grandeur of Waimea Canyon adventure awaits you on Kauai, one of the loveliest of the Hawaiian Islands.

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*for
low back pain
and
dysmenorrhea*

Trancopal[®]

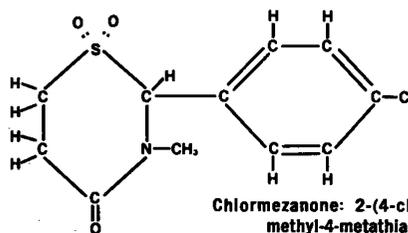
*the first true tranquilaxant**

Potent MUSCLE RELAXANT
...Equally effective as a TRANQUILIZER

* **tran-qui-lax-ant** (tran'kwi-lak'sant) [*<*L. *tranquillus*, quiet; L. *laxare*, to loosen, as the muscles]

Trancopal, a major development of Winthrop research, is a new, orally administered nonhypnotic central relaxant and tranquilizer. It relieves muscle spasm in a variety of musculoskeletal and neurologic conditions and also exerts a marked tranquilizing effect in anxiety and tension states.

Unrelated chemically to any other drug in current use, Trancopal offers a completely new major chemical contribution to therapeutics.



Chlormezanone: 2-(4-chlorophenyl)-3-methyl-4-metathiazanone-1-dioxide

Clinical studies of over 4400 patients
by 105 physicians¹ proved
Trancopal remarkably effective in
musculoskeletal conditions,
anxiety and tension states.

MUSCULOSKELETAL DISORDERS
effective in

93%

of 1570 documented cases of
LOW BACK PAIN
(LUMBAGO, SACROILIAC DISORDERS)

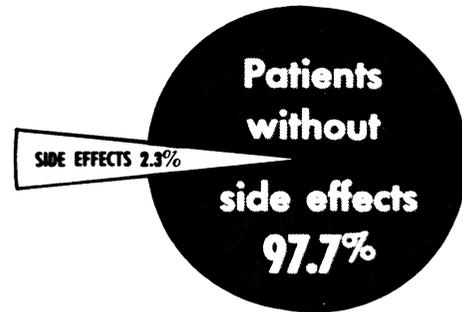
By relieving muscle spasm and pain, Trancopal permits early and
active exercise and physical therapy to accomplish maximal benefits
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Trancopal
the first true tranquilaxant

BETTER TOLERATED AND SAFER THAN OLDER DRUGS*

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INCIDENCE OF SIDE EFFECTS WITH
TRANCOPAL IN 4483 PATIENTS



ANXIETY AND TENSION STATES

effective in

88%

of 443 documented cases of
DYSMENORRHEA

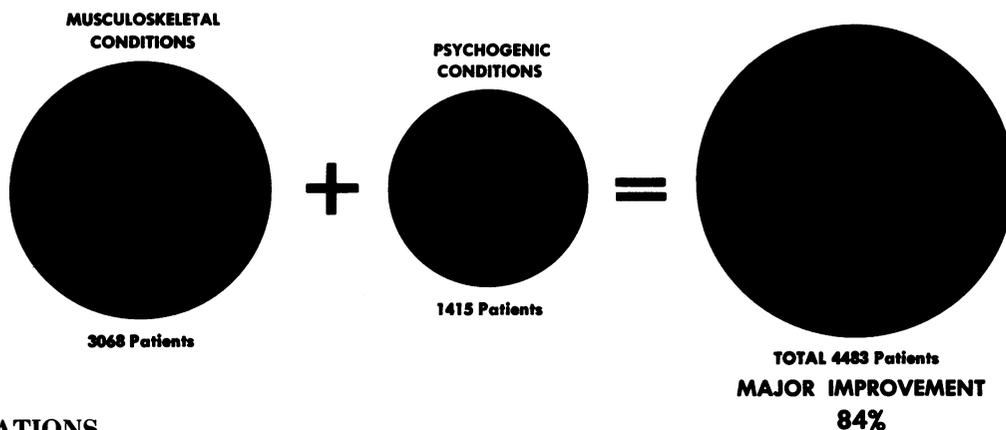
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Because of its exceptional calmative property, Trancopal "... allows the patient to use his energies in a more productive manner in overcoming his basic problems."²

Dosage: 1 or 2 Caplets (100 mg.) orally three or four times daily. Relief of symptoms occurs in from fifteen to thirty minutes and lasts from four to six hours.

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Clinical studies of 4483 patients by 105 physicians¹ have demonstrated that Trancopal often is effective when other drugs have failed. From these studies it is evident that Trancopal can provide more help for a greater number of tense, spastic, and/or emotionally upset patients than can any other chemotherapeutic agent in current use.



INDICATIONS

Musculoskeletal

Low back pain (lumbago)	Disk syndrome
Neck pain (torticollis, etc.)	Fibrositis
Bursitis	Ankle sprain, tennis elbow, etc.
Rheumatoid arthritis	Myositis
Osteoarthritis	Postoperative muscle spasm

Psychogenic

Anxiety and tension states	Asthma
Dysmenorrhea	Angina pectoris
Premenstrual tension	Alcoholism

Supplied: Trancopal Caplets® (scored) 100 mg., bottles of 100.

References: 1. Collective Study, Department of Medical Research, Winthrop Laboratories. • 2. Ganz, S.E.: *J. Indiana M. A.* In press. • 3. Lichtman, A.L.: *Kentucky Acad. Gen. Pract. J.* 4:28, Oct., 1958.

the first true tranquilaxant
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MUSCLE RELAXANT
...*Equally effective as a*
TRANQUILIZER

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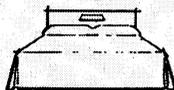
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raspberry flavored,
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5 mg. per drop (100 mg.
per cc.)



Composition: 2 parts glucosamine-potentiated tetracycline (Cosa-Tetracycline) and 1 part triacetyloleandomycin

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THUS SQUIBB OFFERS YOU GREATER LATITUDE IN SOLVING THE PROBLEM OF

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WITHOUT FEAR OF SIGNIFICANT POTASSIUM DEPLETION¹⁻³

Rautrax combines Raudixin with flumethiazide — *the new, safe nonmercurial diuretic* — for control of all degrees of hypertension. Clinicians report it safely and rapidly eliminates excess extracellular sodium and water without potassium depletion.¹⁻³ Potassium loss is less than with any other nonmercurial diuretic.¹ Moreover, the inclusion of supplemental potassium chloride in Rautrax provides added protection against potassium and chloride depletion in the long-term management of hypertension.

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Dosage: 2 to 6 tablets daily in divided doses initially; may be adjusted within range of 1 to 6 tablets daily in divided doses. **Note:** In hypertensive patients already on ganglionic blocking agents, veratrum and/or hydralazine, the addition of Rautrax necessitates an immediate dosage reduction of these agents by at least 50%. A similar reduction is necessary when these agents are added to the Rautrax regimen.

Supply: Capsule-shaped tablets supplying 50 mg. of Raudixin, 400 mg. of flumethiazide, and 400 mg. of potassium chloride, bottles of 100.

References: 1. Moyer, J. H., and others: *Am. J. Cardiol.*, 3:113 (Jan.) 1959. • 2. Bodi, T., and others: To be published, *Am. J. Cardiol.*, (April) 1959. • 3. Fuchs, M., and others: *Monographs on Therapy*, 4:43 (April) 1959. • 4. Montero, A. C.; Rochelle, J. B., III, and Ford, R. V.: To be published. • 5. Rochelle, J. B., III; Montero, A. C., and Ford, R. V.: To be published.

LITERATURE AVAILABLE ON REQUEST.

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TRICOFURON[®]

destroys all 3 principal pathogens

Whether vaginitis is caused by *Trichomonas*, *Monilia* or *Hemophilus vaginalis*—alone or combined—**TRICOFURON IMPROVED** swiftly relieves symptoms and malodor, and achieves a truly high percentage of cultural cures, frequently in 1 menstrual cycle. **TRICOFURON IMPROVED** provides: a *new* specific moniliacide **MICOFUR[®]** brand of nifuroxime, the *established* specific trichomonacide **FUROXONE[®]** brand of furazolidone and the *combined* actions of both against *Hemophilus vaginalis*.

1. Office insufflation once weekly of the Powder (**MICOFUR** [*anti*-5-nitro-2-furaldoxime] 0.5% and **FUROXONE** 0.1% in an acidic water-soluble powder base). **2.** Continued *home* use twice daily, with the Suppositories (**MICOFUR** 0.375% and **FUROXONE** 0.25% in a water-miscible base).



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*... a new way
to relieve pain
and stiffness
in muscles
and joints*

INDICATED IN:

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LUMBOSACRAL STRAIN

SACROILIAC STRAIN

WHIPLASH INJURY

BURSITIS

SPRAINS

TENOSYNOVITIS

FIBROSITIS

FIBROMYOSITIS

LOW BACK PAIN

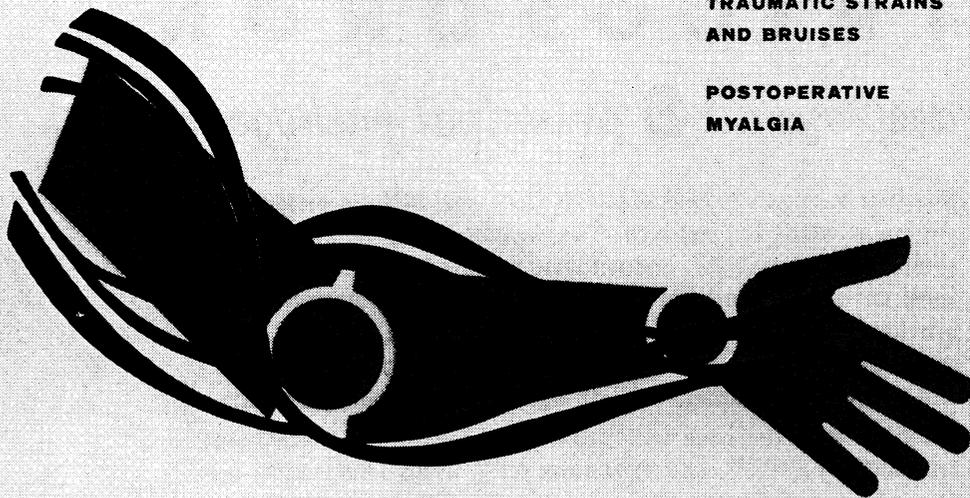
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- Exhibits unusual analgesic properties, different from those of any other drug
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N-isopropyl-2-methyl-2-propyl-1, 3-propanediol dicarbamate

- More specific than salicylates
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SOMA has an unique analgesic action. It apparently modifies central pain perception without abolishing peripheral pain reflexes. **SOMA** is particularly effective in relieving joint pain. Patients say that they feel better and sleep better with **SOMA** than with any previously used analgesic, sedative or relaxant drug.

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ACTS FAST. Pain-relieving and relaxant effects start in .30 minutes and last 6 hours.

NOTABLY SAFE. Toxicity of **SOMA** is extremely low. No effects on liver, endocrine system, blood pressure, blood picture or urine have been reported. Some patients may become sleepy on high dosage.

EASY TO USE. Usual adult dose is one 350 mg. tablet 3 times daily and at bedtime.

SUPPLIED: Bottles of 50 white sugar-coated 350 mg. tablets.

Literature and samples on request.



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*for smoother, lower-cost oral
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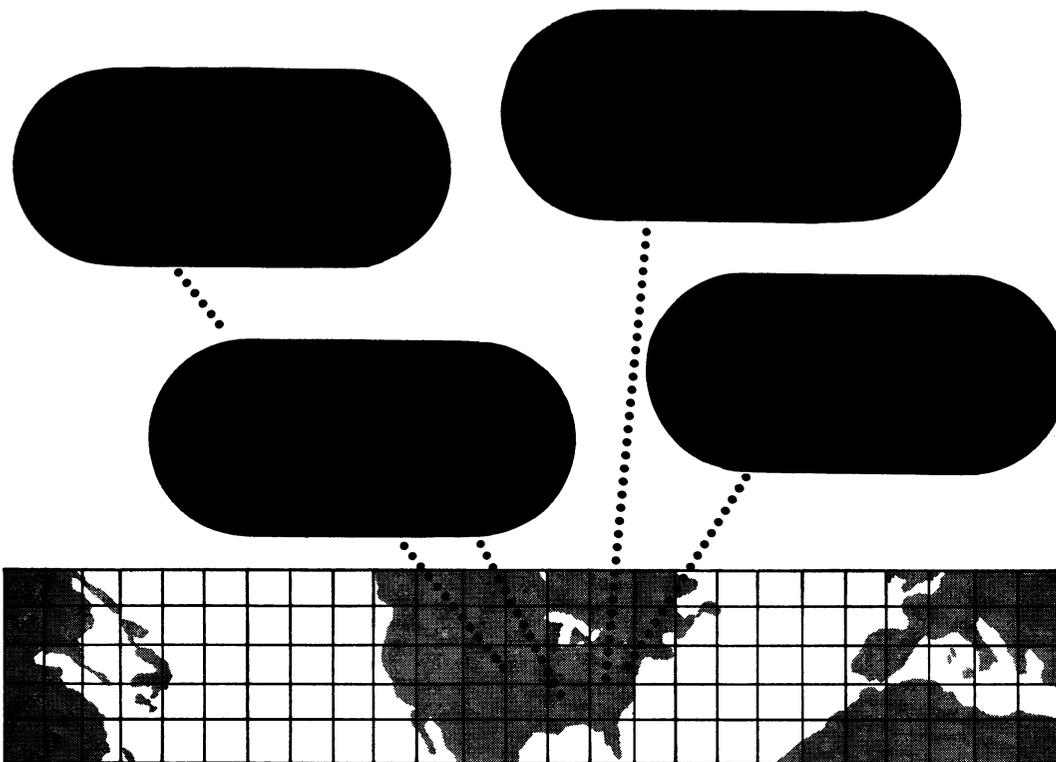
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2. Dobson, H., et al.: *Ibid.*, p. 940.
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(1) Ernst, E. M., and Snyder, A. M.: Pennsylvania M. J. 61:355, 1958.

(2) Preisig, R., and Landman, M. E.: Am. Pract. & Digest Treat. 9:740, 1958.

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References: 1. Maurer, M. L.: Clinical Report, cited with permission. 2. Levin, L.: Clinical Report, cited with permission. 3. Gaillard, G. E.: Clinical Report, cited with permission.

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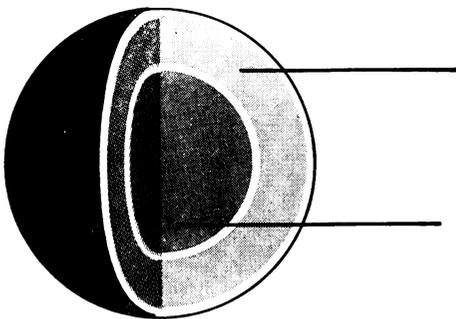
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bibliography: (1) Carter, S. M.: *M. Clin. North America*: 315 (March) 1953. (2) Chao, D. H.: *Ibid.*, p. 465. (3) Goodman, L. S., & Gilman, A.: *The Pharmacological Basis of Therapeutics*, ed. 2, New York, MacMillan Company, 1955, p. 187. (4) Davidson, D. T., Jr., in Conn, H. F.: *Current Therapy* 1958, Philadelphia, W. B. Saunders Company, 1958, p. 568. (5) Zimmerman, F. T.: *New York J. Med.* 55:2338, 1955. (6) French, E. G.; Rey-Bellet, J., & Lennox, W. G.: *New England J. Med.* 258:892 (May 1) 1958.



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REFERENCES: 1. R. J. Schnitzer, E. Grunberg, W. F. DeLorenzo and R. E. Bagdon, to be published.

2. E. Edelson, E. Grunberg and T. V. Morton, Jr., *Antibiotics Annual 1958-1959*, New York, Medical Encyclopedia, Inc., 1959.

3. R. C. V. Robinson and L. E. Harmon, *Antibiotics Annual 1958-1959*.

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1. Chamberlain, D. T.: *Gastroenterology* 37:224, 1961.
2. Hock, C. W.: *J.M.A., Ga.* 45:124, 1951. 3. Derome, L.: *Canad. M.A.J.* 69:532, 1958.
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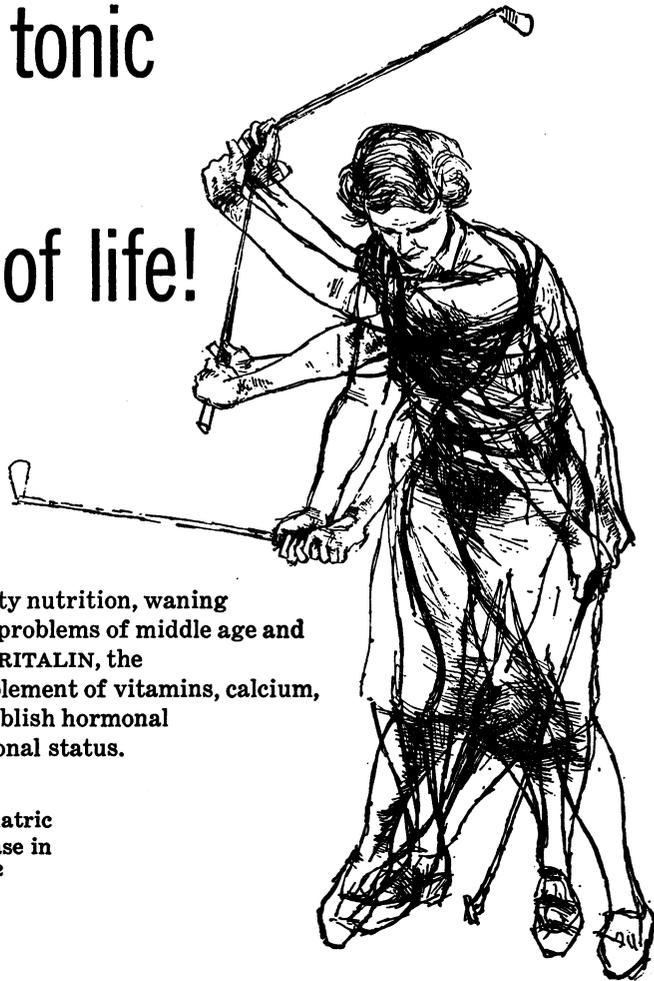
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dicalcium phosphate	250 mg.

Dosage: One Ritonic Capsule in mid-morning and one in mid-afternoon.

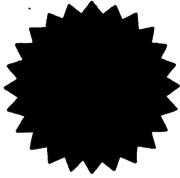
Supplied: Ritonic CAPSULES; bottles of 100.

References: 1. Natenshon, A. L.: *J. Am. Geriatrics Soc.* 6: 534 (July) 1958.
2. Bachrach, S.: To be published.

RITALIN[®] hydrochloride (methylphenidate hydrochloride CIBA)

C I B A SUMMIT, N. J.

2/2658MX

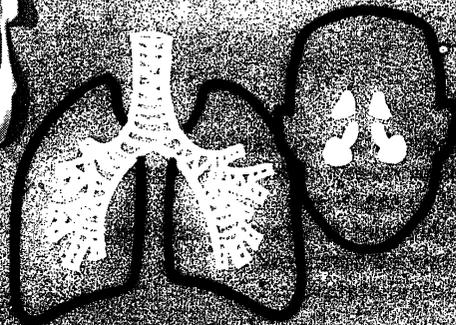


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Chymotrypsin

liquefies

mucus



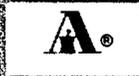
in asthma, bronchitis, rhinitis and sinusitis

Chymar Aqueous was used as adjunctive therapy for 80 patients suffering from asthma, bronchitis, rhinitis or sinusitis. In the majority (68) of these cases, there was a marked improvement in nasal breathing, the removal of nasal secretions, clearing of congested sinuses, ability to sleep peacefully at night, and freedom from the chronic cough associated with these conditions. Chymar Aqueous was used with other drugs in 12 of the 80 cases. In 10 of these cases, the patients had been treated with other drugs for a period of 3 to 6 months before Chymar Aqueous was used. In 12 of the 80 cases, Chymar Aqueous was used as the only drug.

Chymar Aqueous was used in 10 cases of asthma, 15 cases of bronchitis, 25 cases of rhinitis and 30 cases of sinusitis. In 10 of the 10 cases of asthma, there was a marked improvement in nasal breathing, the removal of nasal secretions, clearing of congested sinuses, ability to sleep peacefully at night, and freedom from the chronic cough associated with these conditions. Chymar Aqueous was used with other drugs in 10 of the 10 cases of asthma.

Chymar Aqueous was used in 15 cases of bronchitis, 25 cases of rhinitis and 30 cases of sinusitis. In 15 of the 15 cases of bronchitis, there was a marked improvement in nasal breathing, the removal of nasal secretions, clearing of congested sinuses, ability to sleep peacefully at night, and freedom from the chronic cough associated with these conditions. Chymar Aqueous was used with other drugs in 15 of the 15 cases of bronchitis.

Chymar Aqueous was used in 25 cases of rhinitis and 30 cases of sinusitis. In 25 of the 25 cases of rhinitis, there was a marked improvement in nasal breathing, the removal of nasal secretions, clearing of congested sinuses, ability to sleep peacefully at night, and freedom from the chronic cough associated with these conditions. Chymar Aqueous was used with other drugs in 25 of the 25 cases of rhinitis.



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References: 1. Finkelstein, M., et al.: *J. Pharmacol. & Exper. Therap.* 125:330 (April) 1959. 2. McHardy, G., et al.: *Postgrad. Med.*, in press. 3. Winkelstein, A.: *Amer. J. Gastroenterol.*, in press. 4. Finkelstein, M., et al.: Presented at Fall Meeting, Amer. Soc. Pharmacol. & Exper. Therap., 1958. 5. Leming, B.: *Clin. Med.* 6:423 (March) 1959. *Trademark

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*Council on Drugs: J.A.M.A. 168:183 (Sept. 13) 1958.

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